

The poster features a central image of a cowboy in a blue shirt and white hat riding a light-colored horse, chasing a dark brown calf. The background is a bright yellow with radiating lines. At the top left is the NMSU logo. In the center, 'NMSU' is written in large yellow letters with stars on either side. To the right is the 'NMSU RODEO' logo with a silhouette of a cowboy on a horse. Below this, the word 'RODEO' is written in large, bold, red, distressed letters. A blue banner on the left contains the text: 'APRIL 28, 29 & 30 SOUTHERN NEW MEXICO FAIRGROUNDS FRI-SUN 1PM'. At the bottom, there are logos for 'KAYAK', 'RUNYAN', 'BOOT BARN', 'RAMADA', and 'RODEO'. Below these are social media icons for Facebook, Twitter, and Instagram, followed by the website 'rodeo.nmsu.edu'.

NMSU

RODEO

APRIL 28, 29 & 30
SOUTHERN NEW MEXICO FAIRGROUNDS
FRI-SUN
1PM

rodeo.nmsu.edu

New Mexico State University invites you to celebrate 75 years of Rodeo April 28-30, 2017

RODEO - Friday, Saturday, & Sunday, 1:00 pm daily, Southern NM State Fairgrounds. General admission \$5, free for Children 12 & under & NMSU students with ID. Limited number of box seats available in advance for \$300 & \$500. Visit rodeo.nmsu.edu for more information.

RODEO CELEBRATION - Saturday, 5:00 pm. Ramada Hotel & Conference Center. \$10 General admission. All alumni, parents, & friends of rodeo are invited to attend. Silent Auction.

LAS CRUCES COUNTRY MUSIC FESTIVAL - Friday & Saturday, 6:00 pm. Downtown. Visit them online at www.lascrucescountrymusic.com for more information and to purchase tickets.

ROOMS - Contact the [Ramada Inn](#) to book rooms with the special rate at 575-526-4411 by **April 12th**.

*Contact **Heather Richman** at 575-646-6495 with questions or if you'd like to sponsor, donate silent auction items, or purchase box seats. All proceeds benefit the NMSU Rodeo Program & Student Scholarships.*