

News Release

Rooftop Rodeo Royalty Program Extends Boundaries

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FOR IMMEDIATE RELEASE:

The Estes Park Western Heritage (EPWH) Rooftop Royalty program is taking applications for Attendants, Senior Princess, Princesses, and Wranglers for the Rooftop Rodeo Royalty. The royalty program is designed to provide an opportunity for area youth between the ages of 12 and 17 to learn about the sport of rodeo and promote the Rooftop Rodeo, the Town of Estes Park and the sport of professional rodeo. In addition, they participate in other EPWH activities such as the "Beat the Heat" barrel racing series. They participate in the rodeo parade and the opening ceremonies at the fairground arena each evening during the rodeo. The Queen and Lady-in-Waiting participate in rodeos throughout Colorado and Wyoming.

The application process for candidates is underway. For this year, the residents' requirement for applicants has been expanded to within a 60 mile radius, on the Front Range, from Estes Park. Applicants and their families must be willing to attend monthly meetings, special events, and to promote Estes Park and EPWH events at day and evening performances. Individuals interested in applying are encouraged to attend an information meeting on March 16th from 10:00-12:00, in the community meeting room at the Estes Park Museum to learn about the royalty program and expectations of participants. Applications are contained in the *Royalty Handbook* available at <http://rooftoprodeo.com/royalty.htm> and are due April 1, 2013. For additional information contact the Royalty Coordinator at royalty@rooftoprodeo.com

The 2013 Rooftop Rodeo will be held in Estes Park July 9-14. For more information, call the Estes Park Fairgrounds and Rodeo Office at 970-586-6104 or visit the Rooftop webpage at www.RooftopRodeo.com