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Carnival, Bronc and Bull Riding and More Added to 24th Annual Fair in Central Texas

HILLSBORO, Texas (September 10, 2015) — Today the Hillsboro Chamber of Commerce announced several new events sponsored by Bossier Dodge Chrysler Jeep Ram will be part of this year's Hillsboro Cotton Pickin' Fair. This includes a family carnival with rides, games and other activities to be held Thursday, September 24 - Sunday, September 27. In addition, the Bossier RAM Western Show will offer bronc and bull riding, mutton bustin' and scramble for viewing on Saturday, September 26 and Sunday, September 27. To close off the weekend's festivities, a Tejano Rodeo will take place Sunday, September 27, featuring trick roping, bareback riding and more. These new events will occur alongside the 24th annual Hillsboro Cotton Pickin' Fair, which includes a BBQ cooking competition, live music, a Beer Garden and other family-fun activities, running Friday, September 25 and Saturday, September 26.

Bossier Dodge Chrysler Jeep RAM sponsored events:

- **Carnival - Thursday, September 24 - Sunday, September 27**
 - Rides, games, children's art and other family-fun activities.
- **Bossier RAM Western Show - Saturday, September 26 and Sunday, September 27**
 - Bronc and bull riding, mutton bustin' and scramble for viewing.
- **Tejano Rodeo - Sunday, September 27**
 - Featuring trick roping, bareback riding and more.
- **24th Annual Cotton Pickin' Fair - Friday, September 25, 8:00 pm - 12:00 am, Saturday, September 26, 10:00 am - 10:00 pm**
 - BBQ cook competition, live music, a Beer Garden and other family-fun activities.

Hillsboro Chamber of Commerce Director Vicki Hidde explained ticket prices will be \$10 for adults and \$5 for children, which will include admission to both the Bossier RAM Western show and Tejano rodeo. Carnival activities will be priced separately. Local restaurants and hotels are also offering special rates to out-of-town guests who plan to spend the weekend in Hillsboro.

"Prices and travel expenses make it unaffordable for many of our local families to attend the State Fair of Texas in Dallas," said Hidde. "It's very important to us to offer events that celebrate our community's many cultures and Central Texas' agricultural industry while providing affordable activities to enrich the lives of our residents and their children."

About Hillsboro

Hillsboro, the county seat of Hill County, is nestled in the rich farmland of Central Texas on Interstate-35. Hillsboro is conveniently located 50 miles southeast of Fort Worth, 55 miles southwest of Dallas, and less than 30 miles north of Waco. With its own outlet mall, restaurants of every genre, a reputation as a year-round sporting events and camp site, a thriving, historic downtown and more than 500 quality hotel rooms, Hillsboro is a destination location that will make you want to stop, shop, stay and see more. Benefitting from its neighbors, Hillsboro is an hour's drive away from nationally-recognized zoos and museums and boasts three presidential libraries within a two-hour drive. According to the Hill County Texas A&M AgriLife Extension Service Office, Hill County was the second largest cotton-producing region in the state at the turn of the 20th century. Agriculture, including cotton, sunflowers and other crops, still remains the county's leading industry today, with agricultural commodities sales averaging about \$70 million annually. For this reason, 1990s Cotton Pickin' Fair founders chose the annual event name to recognize the crop's importance to the area.

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