



FOR IMMEDIATE RELEASE

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When: Friday, November 13, 2009 / 7:30PM
Saturday, November 14, 2009 / 7:30PM

Where: The Lazy E Arena (Guthrie, Oklahoma)

Produced by: Lazy E Productions and the PRCA

NATIONAL FINALS STEER ROPING RETURNS “HOME”

AFTER AN 8-YEAR ABSENCE, THE TOP 15 PRCA STEER ROPERS COME BACK TO OKLAHOMA’S LAZY E ARENA TO COMPETE FOR A WORLD CHAMPIONSHIP AND A RECORD \$255,000 IN PRIZE MONEY

GUTHRIE, Okla., September 24, 2009 – The top 15 Professional Rodeo Cowboys Association (PRCA) Steer Ropers return to the Lazy E Arena in Guthrie, Oklahoma to compete for the World Title and \$255,000 in prize money at the 51st Annual Clem McSpadden National Finals Steer Roping (NFSR) presented by National Saddlery, this coming November 13th and 14th. New for 2009, the Lazy E, PRCA and the State of Oklahoma have added the late Clem McSpadden to the title of the year-end event to honor one of the greatest ambassadors of rodeo, steer roping, and as one of Oklahoma’s favorite sons.

The Lazy E Arena was built to host the NFSR in 1984 by E.K. Gaylord II. The Lazy E hosted this world championship event from 1984 until 2000. In 2001, the NFSR event moved to Amarillo, Texas for a 5-year run then made a 3-year stop in Hobbs, New Mexico. Officials at the Lazy E Arena could not be happier that this prestigious event has made its way back to Oklahoma. “The Lazy E is proud to again play host to the World Championship of Steer Roping back here in Oklahoma – the Lazy E was built specifically to host this event when the National Finals Rodeo was still in Oklahoma City,” said Tim Lanier, the COO and GM at the Lazy E. “It is a perfect fit and we are delighted to add Clem McSpadden to the title.”

After long discussions between the Lazy E and the PRCA, it was decided in April of this year to move the NFSR back to the Lazy E. Subsequently, the Oklahoma state Legislature unanimously passed a resolution to change the name of the event, to honor the late McSpadden, who served for many years in the Oklahoma Legislature and the U.S. House of Representatives while also building a reputation as one of the best announcers in rodeo history. He worked the NFSR a record 27 times, taking his last turn in 2000, the last year the event was held in Guthrie. McSpadden was also known as the “Voice of the Lazy E” as well.

The Clem McSpadden National Finals Steer Roping presented by National Saddlery, will feature the top 15 steer ropers in the world who have qualified after competing all season at steer roping events across the country. Some of the stars anticipated to qualify for this years NFSR include the “King of Rodeo” – 9-time PRCA World Champion Trevor Brazile; Defending and 2-time PRCA World Champion Scott Snedecor; and the Legend of Steer Roping, 18-time World Champion Guy Allen.

As in years past and just like the National Finals Rodeo (NFR), the event will consist of a total of ten (10) full go-rounds to determine the PRCA World Champion and the final 2009 steer roping standings. On Friday night, November 13th, rounds 1 through 5 will take place for a total of 75 runs. Then on Saturday night, November 14th, rounds 6 through 10 equating to another 75 runs will determine who walks out of the Lazy E Arena with the PRCA World Championship gold buckle and saddle. In addition, like mentioned before, the purse at this year’s event will be a record \$255,000.00 with the average winner earning a check for close to \$19,000.00.

Steer Roping fans will enjoy all of the activities planned for the performances and in addition, the Senior National Finals Steer Roping will be held during the day at the Lazy E Arena starting November 13th ending November 15th. VIP ticket prices for each performance of the NFSR are \$37...Box Seats \$30...and General Admission \$20 pre-show. Children 12 and under are FREE in general admission. Group discounts are also available...call (800) 595-RIDE for complete details. A portion of the proceeds from the 2009 Clem McSpadden National Finals Steer Roping will be donated to the National Cowboy and Western Heritage Museum in Oklahoma City. The Lazy E is proud to support this institution for western preservation!

Tickets are on-sale now and available at www.lazye.com, all ticketmaster outlets, by calling Ticketmaster (800) 745-3000 or by calling the Lazy E directly at (800) 595-RIDE.

The 2009 Clem McSpadden National Finals Steer Roping is presented by National Saddlery, with support from Wrangler, U.S. Smokeless Tobacco, Justin Boots, Boyd Gaming, Montana Silversmiths, the American Quarter Horse Association, Priefert Ranch & Rodeo Equipment, Cross Bar Gallery, Purina Mills, Kyler Cattle Company, Cactus Saddlery, the National Cowboy and Western Heritage Museum, the Fairfield Inn & Suites – Edmond, Best Western – Edmond, and the Comfort Suites – Edmond.

The Clem McSpadden NFSR is a Lazy E Production. For more information on the NFSR or other Lazy E events, contact the Lazy E Arena, 9600 Lazy E Drive, Guthrie, OK 73044, (405) 282-RIDE, (800) 595-RIDE or visit www.lazye.com.

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LAZY E ARENA

About Lazy E Productions and the Clem McSpadden National Finals Steer Roping:

Since 1984, Lazy E Productions has been promoting the sport of professional rodeo and professional bull riding with its famed events. Some of the marquee events include the Wrangler Timed Event Championship; PBR-Bullnanza events in Lexington, KY and Guthrie, OK; PBR-Built Ford Tough Series events in Oklahoma City, OK, Nashville, TN and Tulsa, OK; the World's Greatest Roper in Reno, NV; Roy Cooper's World Championship Jr. Calf Roping; Clem McSpadden National Finals Steer Roping; the Lazy E Dressage Classic and Lazy E Barrel Race Series. Past produced events include the Gold & Silver Cutting; the Bud Light Rough Stock Rodeo; the Xtreme Bulls National Finals in Reno, NV; PBR-Bullnanza events in Salt Lake City, UT, Wichita, KS, Birmingham, AL and Reno, NV; the Lazy E Ranch Rodeo; the Reba McEntire Pro Celebrity Rodeo; the Ben Johnson Pro Celebrity Rodeo; the 89er Days PRCA Rodeo; the OCA Range Round-Up; the Lazy E Spring Barrel Futurity; 14 major act concerts; the Lazy E Spring Team Roping and the Dodge Prairie Circuit Finals Rodeo.

For additional information on Lazy E Productions, please visit <http://www.lazye.com/> or call 800.595.RIDE.

