



P.O. Box 2821
McKinney, Texas 75070
(P) 972.542.0679
(F) 972.542.0642
info@roundupontherange.com
www.roundupontherange.com

PRESS RELEASE

Contacts:

Coco Good, City of McKinney, Office: (972) 547.7508; Cell: (214) 585.3610

Mary Martha Stewart, Independent Bank, Office: (214) 544.4658; Cell: (903) 814.9994

McKinney, Texas to Celebrate the Old West with Family Festival

Pat Lobb Toyota "Roundup on the Range" to be held October 20, 2007

MCKINNEY, TEXAS (September 17, 2007).....Dedicated to presenting and preserving the traditions of the Old West, McKinney will once again play host to authentic chuckwagon contestants, Western musicians, artisans and equestrian demonstrations on Saturday, October 20, 2007 with the second annual ***"Roundup on the Range"*** festival. This action-packed, family-oriented event will feature Friends of Skidboot, the world-renowned show dogs; Robert Liner, the acclaimed horse trainer/entertainer appearing annually at the Texas State Fair; The Badlands Texas Ranger reenactment group; Alamar Stock Dogs Herding Demonstrations; The Ackermans; Mark David Manders; The Dallas Banjo Band and a myriad of family activities that will appeal to cowboys and cowgirls of all ages. Chuckwagon participants will compete for a highly competitive purse on the festival grounds beginning at High Noon.

The day-long event will benefit Volunteer McKinney Center, a clearinghouse for volunteers that supports over 70 North Texas non-profit agencies and charitable organizations. Event Chair Robert Camp states: "Families will want to make sure this event takes top priority on their calendars the weekend of October 20! Drawing nearly 4000 attendees in its inaugural year, the festival will be a hit again this year with added animal exhibits, cattle branding demonstrations, a pumpkin patch, a barnyard corral, lasso throwing and more!"

Admission to the festival is only \$5.00 per person with children ages 3 and under admitted free. Chuckwagon lunch tickets purchased in advance are available in limited supply and include admission. Gates will be open from 9:00 a.m.-5:00 p.m. on Saturday, October 20 at the 165-acre Myers Park and Event Center located at 7117 County Road 166 (near the corner of 380 and Lake Forest in McKinney). Be sure and plan to arrive early and spend the entire day at an event your family will never forget! For additional information, please visit www.roundupontherange.com or call 972.542.0679.

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Generous corporate friends of this event include major sponsors Pat Lobb Toyota of McKinney, KLAK 97.5 FM, McKinney Community Development Corporation, Star Community Newspapers, McKinney Convention and Visitors Bureau (www.visitmckinney.com), KHYI 95.3 The Range, Encore Wire Corporation, Raytheon, Tucker Hill, Wal-Mart and Stephens Media.

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