



# CHEYENNE

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# FRONTIER DAYS™

World's Largest Outdoor Rodeo & Western Celebration

## **CHEYENNE FRONTIER DAYS™ BACKGROUND**

**Updated June 20, 2017:**

Wyoming is proud of its “Wild West” history. While the number of the “Cowboy State’s” true cowpokes may be relatively small, every summer since 1897 Cheyenne and surrounding communities truly do enter a cowboy state of mind.

That’s when about 2,500 volunteers pull their boots out of the closet, dust off their cowboy hats and come together with the help of many local sponsors to host the nation’s largest outdoor rodeo and western celebration, Cheyenne Frontier Days™ (CFD).

Coupled with many related events – from downtown parades to “Frontier Nights®” evening concerts to free pancake breakfasts – CFD draws cowboys and rodeo and music fans from throughout the country for a spirited, ten-day celebration of Western heritage. CFD unites the community and serves as an important boost to Cheyenne’s economy, bringing hundreds of thousands of visitors who pump a significant amount of money into the local community.

In 2016, total ticketed attendance for rodeos, concerts and other Frontier Park events was over 259,193. Over 23,589 people attended the free pancake breakfasts, 48,926 visited the Indian Village, and 3,386 fans enjoyed the Behind the Chutes tours.

This year, the 121st edition of the “Daddy of ‘em All®” returns on Friday, July 21 with the return of the Cinch Rodeo Shoot-Out.

Bank of the West is CFD’s 2016 Presenting Sponsor. (There are many other corporate sponsors, indicative of the broad support from the business community.)

Nine days of rodeos sanctioned by the Professional Rodeo Cowboys Association (PRCA) will run from Saturday, July 22, through CFD’s conclusion on Sunday, July 30. Rodeo events begin at 12:15 p.m. Nearly 1,500 contestants will be vying for a share of the more than \$1 million in money and prizes, plus the prestige that comes from winning America’s best known rodeo.

In the evenings, “Frontier Nights” will feature premier country and rock musical performers on the arena stage. Entertainers booked for this year’s 8 p.m. concerts are:

Friday, July 21	Brantley Gilbert with special guest Tyler Farr
Saturday, July 22	Little Big Town with special guest David Nail
Sunday, July 23	Sawyer Brown with special guests Joe Diffie and The Bellamy Brothers
Wednesday, July 26	Luke Bryan with special guest Chris Janson
Thursday, July 27	Thomas Rhett with special guest Dan + Shay
Friday, July 28	Jason Derulo with Flo Rida
Saturday, July 29	Jason Aldean with special guest Casey Donahew

In addition to daytime bull riding events, fans can enjoy the CBR World Championships at 8 p.m. on Monday-Tuesday, July 24-25.

CFD mobilizes an army of volunteers on three different mornings to treat people to free pancake breakfasts. As it did last year, CFD expects to serve about 100,000 flapjacks to nearly 25,000 people. Breakfast will be served on July 24, 26 and 28 from 7–9 a.m. at Depot Plaza, located near Carey Avenue and 15th Street.

Other attractions include CFD’s Indian Village cultural area, carnival midway, Chuck Wagon Cookoff (July 26-29), and Old Frontier Town western heritage area. People curious about the behind-the-scenes logistics of running a rodeo are invited to join “Behind the Chutes” tours from July 22-30, which start at CFD’s Old West Museum. Starting times for the 40-minute tours vary.

For tickets online and event information, visit [cfdrodeo.com](http://cfdrodeo.com) for tickets by phone, call 800-227-6336

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