



Press Release

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Steiner Rodeo Family, Taylor Sheridan and Bosque Ranch Productions to Produce the Yellowstone Riggin' Rally in Darby, Montana

Darby Rodeo Association (DRA) to Partner with Rodeo Production, Sales & Marketing

August 18, 2020, Darby, MT: The Steiner Rodeo Family from Texas, Taylor Sheridan and Bosque Ranch Productions have announced the debut of the Yellowstone Riggin' Rally in Darby to be held Labor Day, Monday, September 7th, 2020. The Rally will include the Professional Rodeo Cowboys Association, the top 24 Bareback Riders from the PRCA, a \$30,000 purse and attendance by some cast members of the Taylor Sheridan and Bosque Ranch Productions series, Yellowstone. The Cowboy Channel will be filming the Rally for broadcast on their network.

The event will be held at the Richard Cromwell Memorial Rodeo Grounds in Darby. Gates will open for attendance at 4:00 p.m. and the Performance will begin at 6:00 p.m. Tickets sales will be limited to the first 1,300 purchasers. General Admission tickets can be purchased at the gate for \$30 or in advance for \$25, at the 406 Saloon, Murdoch's or online at www.406Saloon.com. Reserved Seats are priced at \$35 at the gate or \$30 in advance, and can be purchased at Darby Wine and Spirits. Kids 3 and under are admitted free. Tickets will go on sale Friday, August 21st.

The Rally will be preceded by a series of community events and entertainment in Darby throughout the Labor Day Weekend. The Darby Rodeo Association will be a beneficiary of a portion of the sales of tickets, liquor and vendor proceeds. Cal Ruark, President of the Darby Rodeo Association expressed, "I was blown away when I received a call from Bobby Steiner who I have followed for years. But when he said he wanted to bring this event to Darby Montana because he recognizes the Darby Rodeo Association and Rodeo Grounds as top notch and home of the Best Little Bull Riding...well I was speechless. I said yes of course! And out of the blue, here we are."

Special consideration has been made for Darby Rodeo Association Sponsors and Skybox owners. Please contact the DRA for further details about the event.

For further information, www.DarbyRodeo.org, www.406Saloon.com or call DRA President Cal Ruark at 406.544.5536.

About the Darby Rodeo Association

The Darby Rodeo Association is a qualified 501c3 charitable community organization on a mission to preserve and promote the sport of rodeo and our western way of life through the production of quality western entertainment events, support and encouragement of youth rodeo, and investment in building our community.

About Taylor Sheridan and Bosque Ranch Productions

Taylor Sheridan is the Writer and Director of the popular and highly acclaimed hit series Yellowstone, which is filmed on location in Darby Montana and stars Kevin Costner. Taylor has written several films, including the screenplay for Sicario, for which he was nominated for the Writers Guild of America Award for Best Original Screenplay. He was nominated for the Academy Award for Best Original Screenplay for Hell or High Water, which was nominated for four Oscars, including Best Picture. Sheridan also wrote and directed the 2017 crime film Wind River and wrote Sicario. He co-created the Paramount Network television series Yellowstone. Taylor Sheridan was instrumental in bringing this Rally to Darby, Montana.

About Steiner Rodeo Family

The Steiner Family Rodeo Company of Texas was one of the first rodeo productions to bring the star quality of celebrities to the show taking rodeo to the forefront of family entertainment that it's known for today. Bobby Steiner is the 1973 World Champion Bull Rider. It is Bobby and his son Sid, along with Taylor Sheridan and Bosque Ranch Productions, who are in the forefront of bringing this world class event "Yellowstone Riggin' Rally" to Darby Montana. Sid was the 2002 World Champion Bull Dogger. Their desire is to have the Riggin' Rally events at small, hometown venues like ours in Darby, Montana.