

THE SANDHILLS STOCK SHOW AND PROFESSIONAL RODEO

The SandHills Stock Show and Rodeo is a non-profit organization consisting of more than 250 proud and active volunteers. The organization brings livestock, youth, families, professional cowboys and cowgirls together through the sport of professional rodeo.

In 1932 the first "Fat Stock Show," held in Ector County, helped establish the first "Pure Hereford" Show in Texas and the SandHills Organization in 1933. In 1940, with the help of local ranchers like Buster Cole and Roy Parks Jr., the horse show was established. Meat goats were a new addition to the show in 1998.

Construction of the Ector County Coliseum began in 1954 and in 1955 the first "Indoor Rodeo" in Ector County was held in conjunction with the Stock Show. The facilities will accommodate over 2,000 participants and more than 30,000 spectators during the SandHills Show.

The SandHills Rodeo ranked in the top 5% of the Professional Rodeo Cowboys Association rodeos with prize money totaling nearly \$385,000 and generating more than \$4 million in revenue for the Permian Basin. More than 900 PRCA cowboys and cowgirls start their yearly competition in Odessa.

The SandHills Sidekicks formed in 1990, consisting primarily of spouses and friends of SandHills members. The committee is now a major support group for the organization. In 1995 the SandHills Sidewinders, a youth group, branched off from the Sidekicks.

The Christian Youth Night came into being in 1994. It provides a part of the SandHills \$150,000 in scholarship and prize money. The Christian Youth Night allows the SandHills Organization to bring Jesus Christ, PRCA cowboys and cowgirls and the youth of the Permian Basin together for an evening of fellowship, counsel and rodeo entertainment.