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FOR IMMEDIATE RELEASE

PRESS RELEASE

HEART O' TEXAS FAIR & RODEO SWEETHEART APPLICATIONS AVAILABLE

Waco, TX (January 18, 2010) – Heart O' Texas Fair & Rodeo Sweetheart and Mascot applications are now available for the 2010 Heart O' Texas Fair & Rodeo. Applications are due no later than 5:00 p.m. on Friday, February 5, 2010. The selection of Sweethearts is based on personal interviews, personality, congeniality, poise and communications skills. The selection of the Mascot is based on the ability to communicate non-verbally while in a costume as well as poise, congeniality, personality and communication as a spotter for the mascot. Eligible Sweetheart contestants can also compete for the title of Miss Heart O' Texas Fair & Rodeo.

The primary purpose of the Sweetheart Program is to promote, support and represent the Heart O' Texas Fair & Rodeo. This goal is accomplished by selling discounted fair & rodeo tickets and/or sponsorships as well as serving as public relations ambassadors for the Fair & Rodeo. Sweethearts will volunteer a minimum of 100 hours while the Mascot will volunteer a minimum of 50 hours throughout the year. The Sweetheart Committee has also incorporated scholarship opportunities into the program with approximately \$5,000 being awarded this year.

“The Sweetheart program is a great way to have young women in our community involved with the Heart O' Texas Fair & Rodeo. Because of the success of the program, we are proud to make additional scholarship opportunities available.” said Wes Allison, President/CEO of the Heart O' Texas Fair Complex.

Sweethearts assist the Fair & Rodeo by distributing rodeo programs, presenting awards for numerous events such as the Livestock Show, Karaoke contests, Mutton Bustin' and more. Year-round duties include representing the Fair & Rodeo at parades, festivals, events and fundraisers/benefits in the Waco-McLennan County area.

Girls can access an application from their local high school counselor, internet download at www.hotfair.com or the Heart O' Texas Fair & Rodeo office. Applications are due to the Heart O' Texas Fair & Rodeo office by or before 5:00 p.m. on February 5, 2010.

The goal of the Heart O' Texas Fair Complex is to educate through entertainment and agricultural experiences as well as to become the center of entertainment in Central Texas. Held at the Heart O' Texas Fair Complex in Waco, TX, the Heart O' Texas Fair & Rodeo is held annually with over 200,000 in attendance in 2009. For more information about the Heart O' Texas Fair Complex, visit www.hotfair.com.

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