



CONTACT
Melinda Moss
254-776-1660
melinda@hotfair.com



FOR IMMEDIATE RELEASE

PRESS RELEASE

2009 MISS HEART O' TEXAS FAIR & RODEO ANNOUNCED

Waco, TX (March 3, 2009) – Qualified Heart O' Texas Fair & Rodeo Sweethearts had the opportunity to compete in the contest for Miss Heart O' Texas Fair & Rodeo. The competition was held Sunday, March 1st where Alexandra Sekora was crowned the 2009 Miss Heart O' Texas Fair & Rodeo. Alexandra is a Sophomore at Midway High School and was a Sweetheart last year serving as an ambassador for the Heart O' Texas Fair & Rodeo.

Eight young ladies competed for the crown. Each contestant had at least 100 hours of volunteer service in the community and sold a minimum of \$500 in pre-sale Fair & Rodeo tickets. In addition, they went through an interview process with seven judges, an on-stage interview and modeled a western outfit of their choice. After this process, the top 5 girls were announced.

The finalists were asked a final question and scores were tabulated. Fourth Runner-up is Kayci Cox, Third Runner-up is Codi Bashioum, Second Runner-up is Paige Bartek and First Runner-up is Christy Jones. Rounding out the finalists were Ceara Jones, Callie Oliver and Alex Ramirez.

In addition to being named the 2009 Miss Heart O' Texas Fair & Rodeo, Alexandra Sekora will receive a \$1,000 scholarship and other prizes. She will make appearances in parades, schools, rodeos and be the hostess of the Heart O' Texas Fair & Rodeo scheduled for October 9-17.

The primary purpose of the Sweethearts 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, serving as public relations ambassadors for the Fair & Rodeo and volunteering 100 hours of community service. 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.

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 220,000 in attendance in 2008. The 2009 Heart O' Texas Fair & Rodeo will be held October 9-17. For more information about the Heart O' Texas Fair Complex, visit www.hotfair.com.

###

Heart O' Texas Fair Complex • 4601 Bosque Blvd. • Waco, TX 76710
254-776-1660 • Fax: 254-776-1667
www.hotfair.com