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PRESS RELEASE

2010 MISS HEART O' TEXAS FAIR & RODEO ANNOUNCED

Waco, TX (May 1, 2010) – 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 Wednesday, April 28th and the winner was announced during the Western Festival & Expo on May 1st. Jordan Walker was crowned the 2010 Miss Heart O' Texas Fair & Rodeo. Jordan is a Junior at China Spring High School and was a Sweetheart last year serving as an ambassador for the Heart O' Texas Fair & Rodeo. Kara Shilling was named first runner-up.

Six young ladies competed for the crown. Each contestant had at least 100 hours of volunteer service in the community, sold a minimum of \$500 in pre-sale Fair & Rodeo tickets and participated in an interview process with five judges.

In addition to being named the 2010 Miss Heart O' Texas Fair & Rodeo, Jordan Walker 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 8-16.

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 200,000 in attendance in 2009. For more information about the Heart O' Texas Fair Complex, visit www.hotfair.com.

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