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FOR IMMEDIATE RELEASE

PRESS RELEASE

HEART O' TEXAS FAIR & RODEO SCHOLARSHIP APPLICATIONS AVAILABLE

Waco, TX (January 18, 2010) – The Heart O' Texas Fair & Rodeo will be awarding scholarships to the youth of McLennan county as well as other counties for the 2009-10 school years. Last year 85 scholarships totaling \$79,250 were awarded to students in McLennan, Bell, Bosque, Hill, Falls, Limestone and Coryell counties.

At least one senior at each of the public high schools, private and home schools in McLennan County will be selected. In addition, scholarship opportunities are available for students in Bell, Bosque, Hill, Falls, Limestone and Coryell counties.

This scholarship program began in 1995 awarding 17 scholarships with a total value of \$1,700 to the youth of Waco. Over the years the number of scholarships has greatly increased. The Scholarship Committee strives to provide financial assistance to students who have proven academic and leadership abilities, good citizenship and financial needs.

“The Scholarship Program is a fantastic opportunity for the Heart O' Texas Fair & Rodeo to give back to the youth in our community,” said Wes Allison, President/CEO of the Heart O' Texas Fair Complex. “Through fundraising efforts and generous contributions, we have been able to award many scholarships to the youth of Waco area schools.”

Qualifying students can access an application from their high school counselor or Agricultural Science instructor, internet download at www.hotfair.com or the Heart O' Texas Fair & Rodeo office. Applications must be postmarked by or before March 26, 2010. Applications can also be brought to the Heart O' Texas Fair & Rodeo Office by 5:00 p.m. on March 26, 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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