



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

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PRESS RELEASE

2010 HEART O' TEXAS FAIR & RODEO SWEETHEARTS SELECTED

Waco, TX (February 26, 2010) – The 2010 Heart O' Texas Fair & Rodeo Sweetheart competition was held Wednesday, February 24th with 103 young women competing. The selection of Sweethearts is based on personal interviews, personality, congeniality, poise and communication skills.

From the 103 applicants, 25 young women were chosen to represent the Heart O' Texas Fair & Rodeo as a Sweetheart. In addition, there were 26 returning Sweethearts.

“The 2010 Sweetheart competition was extremely competitive again this year,” said Karen Kirkpatrick, Chairman of the Sweetheart Committee. “We are excited to have these ladies as part of the team.”

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. The Sweetheart Committee has also incorporated scholarship opportunities into the program with approximately \$5,000 in scholarships being awarded to Sweethearts this year.

Sweethearts assist the Fair & Rodeo by distributing rodeo programs, presenting awards for numerous events such as the Livestock Show, Karaoke contests, Heartland's Got Talent, 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.

Representing the Heart O' Texas Fair & Rodeo as 2010 Sweethearts are:

Sarah Billingsley, Groesbeck
Shelby Bolfig, Reicher
Allysa Bradburn, China Spring
Kaley Caperton, Homeschool
Falon Coleman, China Spring
Calley Crye, Lorena
Emma Deaconson, Midway
Kaylea Dews, Gatesville
Nicole Dunigan, China Spring
Chandler Ellis, Midway
Mariele Estes, Reicher

Megan Farney, Robinson
Mallory Ferrier, Axtell
Anabeth Fuller, Crawford
Ansley Gough, Lorena
Kate Harrison, Reicher
Kyndall Holecek, West
Selina Hurtado, Reicher
Sarah Johnson, Riesel
Robbie Johnson, Connally
Taylor Johnston, Lorean
Morghan Jones, Midway

(continued)

McKenzie Kelly, Midway
Katen Kolar, West
Lindsey Kunze, Lorena
Christine Marroquin, Reicher
Lauren Marteney, Lorena
Mijan McCloud, Midway
Pierson McKee, Midway
Ashton McMullen, Crawford
Taylor Meyer, Crawford
Kaylee Nordt, Midway
Kylie Owen, Troy
Alexandra Ramirez, West
Jaclyn Salinas, Midway
Rayanne Schaffer, Midway
Monica Shaw, Gatesville

Kara Shilling, Texas Christian
Rachel Spross, Vanguard
Brianna Stefka, China Spring
Morgan Stewart, Lorena
Laura Taggart, Temple
Jessica Trippe, Reicher
Kayla Urbanek, Robinson
Heather Vansau, Crawford
Cydney Waitley, Midway
Jordan Walker, China Spring
Lauren Walker, Vanguard
Abbigail Weiler, Bosqueville
Taylor Whitaker, China Spring
Ally Wood, Robinson

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. The 2010 Heart O' Texas Fair & Rodeo will be October 8-16. For more information about the Heart O' Texas Fair Complex, visit www.hotfair.com.

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