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**RODEO AUSTIN RAISES RECORD \$2.5 MILLION FOR YOUTH OF TEXAS**

Austin, Texas, May 13, 2014 – Rodeo Austin raised more than \$2.5 million for the youth of Texas in 2014, a new record for the organization. Funds were raised in support of Rodeo Austin’s nonprofit mission of *Promoting Youth Education – Preserving Western Heritage*.

Of the \$2.5 million awarded to the young Texans, \$500,000 will be in the form of scholarships to 45 deserving students from varying backgrounds. These scholarships will enable students to enter college and pursue their dreams.

One of central Texas’ largest collegiate scholarship providers, Rodeo Austin has awarded \$6.49 million in college scholarships to 2,275 students since the program’s inception in 1981. Students can study their major of choice and are selected by the university or foundation based on financial need and academic achievement.

In addition to the scholarship program, Rodeo Austin raises funds and positively impacts young students’ futures through its various educational programs.

A record-breaking \$1.24 million was awarded to young competitors through the Youth Auction. The Youth Auction awards money to young students who compete in Rodeo Austin’s

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Junior Livestock Show and Youth Western Art Show. Students work all year raising animals and creating artwork in the hopes of winning a spot in the Youth Auction and earning money toward their futures.

The remaining funds raised were awarded in the form of grants and contributions to young participants involved in Rodeo Austin's educational programs.

Rodeo Austin thanks its 1,500 volunteers, sponsors and corporate partners for supporting the mission and making the record-breaking year possible. For more information about Rodeo Austin and its mission, visit [www.RodeoAustin.com](http://www.RodeoAustin.com).



*2013 Rodeo Austin Scholars at the Bullock Texas State History Museum prior to the Scholarship Awards Ceremony.*

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