**MEDIA ALERT**

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### RODEO AUSTIN SPURS $77 MILLION IN ECONOMIC IMPACT

Austin, Texas, February 27, 2015 – One of America's top 10 ProRodeos, Rodeo Austin, announces recent economic impact study results for the 2014 event. Conducted by TXP, the report concludes that the 2014 Rodeo Austin event boosts the Austin economy an impressive $77 million in total economic output. Up nearly 12% from the 2011 economic impact of $68.8 million, the study encompasses the Fair & Rodeo event in March.

Home to Austin's largest ProRodeo and Junior Livestock Show, Rodeo Austin was established in 1938. As one of Austin's oldest entertainment and educational events, Rodeo Austin is now one of Austin's largest event economic drivers. As one of Austin's fastest growing charities, Rodeo Austin was proud to award a record $2.5 million to the youth of Texas in 2014.

In recent year, attendance has averaged 300,000.  Out-of-town guests spur economic activity and tax revenue for the City of Austin and Travis County. In 2014, Rodeo Austin generated $1.9 million in tax revenue for the City of Austin and Travis County. Rodeo Austin both directly attracts visitors to Austin and provides a one-of-a-kind entertainment option for Central Texas tourists.

Total economic activity,  including the ripple effects, attributable to the "importing" of external dollars into the community, spending by non-Austin MSA attendees and exhibitors, and normal operating expenditures of the organization yielded $77 million in total economic output and $23.4 million in earnings while supporting a total of 974 part and full-time jobs in 2014.

Rodeo Austin will "open the chutes" at the Travis County Expo Center March 14-28, 2015. This year's concert lineup features Willie Nelson, Martina McBride, The Beach Boys and more. For more information,

visit RodeoAustin.com.

The complete Economic & Tax Revenue Impact Report is attached for your review.

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