



PRESS RELEASE

FOR IMMEDIATE RELEASE

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Western Heritage Riders Hit The Trail

Lake Charles – It's a tradition like no other. Each year, scores of cowboys and cowgirls head west toward Lake Charles via the week-long Western Heritage Trail Ride, sponsored by The Sanchez Burke Law Firm. A merry cavalcade of wagons and horses, the ride begins in Gueydan on Jan 28th and makes overnight stops in Lake Arthur, Jennings, Welsh, and Iowa before ending in Lake Charles just in time for the trail riders to participate in the annual Western Heritage Rodeo Parade. The parade will take place at 5:00 p.m. on Thursday, February 2. The parade begins on Ryan Street at E. LaGrange Street in Lake Charles, and will travel south on Ryan before ending at McNeese Stadium. Participation in the parade is free, and local organizations and businesses are encouraged to enter. Parade entry forms are available at LakeCharlesRodeo.com

During Rodeo Week, local businesses are encouraged to decorate their storefronts in celebration of the Lake Area's western heritage and to welcome rodeo participants and fans back to Lake Charles. Rodeo Week is Jan 30 - Feb 4.

Rodeo tickets are on sale now at www.LakeCharlesrodeo.com, and at the Burton Coliseum Complex Box Office beginning January 23rd. Coupons for \$4 off any Thursday night or Saturday afternoon rodeo ticket and are available at Texas Roadhouse on Nelson Road in Lake Charles. For more information, call (337) 944-9710 or visit www.lakecharlesrodeo.com.

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