



PRESS RELEASE

FOR IMMEDIATE RELEASE

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Western Heritage Parade To Kick Off SWD Rodeo Performances

Lake Charles – As the 83rd Annual Southwest District Livestock Show and Rodeo makes its much anticipated return to Lake Charles, a prelude to the big event will be the arrival of the trail riders into Lake Charles and the Western Heritage Rodeo Parade beginning at 5:00 p.m. on Thursday, February 3. The parade will begin at the corner of Ryan and E. LaGrange Street in Lake Charles (across from Mr. Gatti's Pizza), and travels south on Ryan before ending at McNeese Stadium. A great family event, the public is invited to line the streets to welcome the return of this storied tradition to Lake Charles. The parade coincides with a western dress-up day for Calcasieu parish school children, as well as a city-wide "dress western at work" day. The parade is free to enter, and local organizations and businesses wishing to participate can register on-line at LakeCharlesRodeo.com

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 tickets are available online now at LakeCharlesRodeo.com, and at the Burton Coliseum Box Office beginning January 24th. Coupons for \$1 off the price of a child's ticket and \$4 off the price of an adult's ticket are available at all First Federal Bank of Louisiana locations. For more information, call (337) 944-9710 or visit www.lakecharlesrodeo.com.

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