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FOR IMMEDIATE RELEASE

PRESS RELEASE

Heart O' Texas Fair & Rodeo Scholarship Applications Available

Waco, TX (March 14, 2008) - Scholarship applications are now available for the 2008 Heart O' Texas Fair & Rodeo. All high school seniors in McLennan County as well as other counties are eligible to apply for the scholarships. The scholarships are judged on leadership, citizenship, financial need, academic performance, neatness of application and Fair & Rodeo participation (if applicable). Applicants must submit a one page written essay as to why they deserve the scholarship, high school transcript, principal/counselor recommendation letter, two letters of recommendation and the scholarship application.

Qualifying individuals can obtain an application from their high school counselor, Agricultural Science teacher, internet download at www.hotfair.com or at the Heart O' Texas Fair Complex. There are four scholarships a student can apply for: Heart O' Texas Fair & Rodeo Scholarship, South 40 Scholarship, Raymond Kanapek Memorial Endowment Scholarship and the Sweetheart Scholarship. Applications are due in the Heart O' Texas Fair Complex office by 5 p.m., on March 30, 2008.

“The Scholarship Program is a fantastic opportunity for the Heart O' Texas Fair & Rodeo to give back to the youth in our community,” said Wes Allison, President/CEO of the Heart O' Texas Fair & Rodeo. “Through fundraising efforts and generous contributions, we have been able to award 348 scholarships to the youth in McLennan County and throughout Texas.”

The Heart O' Texas Fair & Rodeo Scholarship Program began in 1995 awarding 17 scholarships with a total value of \$1,700 to the youth of Waco. Over the years the number of scholarships awarded has increased. In 2007, 153 scholarships with a total value of \$107,750 were awarded to high school seniors in McLennan County and throughout Texas.

The Continuing Education Committee strives to provide financial assistance to students who have met the criteria of the program. Annually, they attempt to provide at least one scholarship to each of the Waco area public schools, one scholarship among the Waco area private schools, one scholarship among Waco area home schools as well as other scholarships for surrounding counties.

The Heart O' Texas Fair & Rodeo's goal is to educate through entertainment and agricultural experiences, as well as to become the center of entertainment in Central Texas. Held in Waco, Texas at the Heart O' Texas Fair Complex, more than 200,000 people attend the Fair & Rodeo each year. Events held at the Fair & Rodeo include livestock shows, Heartland ProRodeo Series Championships, Wild West Market Place, Bud True Music Stage, a Midway and much more. The 2008 Fair and Rodeo will be October 2-11. For further information, visit the website at www.hotfair.com or call 254-776-1660.

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