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NEWS RELEASE

2010 Calgary Stampede ticket prices hold steady

Calgary – The best time to get the best seats in the house for the 2010 Calgary Stampede starts Monday, October 5 at 10 a.m. That’s when tickets go on sale for the richest, roughest rodeo, the heart-stopping action of the GMC Rangeland Derby and the world-renowned Evening Grandstand Show. The 2010 Calgary Stampede runs July 9 to 18.

And this year’s tickets won’t cost you a single cent more because the Calgary Stampede is holding 2010 prices at 2009 levels.

“We know our eager fans will be sitting at their computers on Monday morning getting a head start on their summer vacation plans,” says Lesley Stang, senior manager, consumer marketing, Calgary Stampede. “It is your best chance to guarantee a great seat for the 2010 Calgary Stampede.”

When tickets go on sale, there will be a limited number of spectacular Infield Rodeo tickets available. This is a rare opportunity to purchase some of the most desirable Rodeo seats, sitting right up close above the chutes. Regardless of which seats you select, the entire array of ticket prices will be available at the same price as last year.

Great tickets start at \$24.50 and may be purchased at www.calgarystampede.com, by phone at 403.269.9822 or 1.800.661.1767 or in person at the Stampede Ticket Office, in front of the Grandstand at 2200 Stampede Trail S.E.

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The Calgary Stampede is a volunteer-supported, not-for-profit community organization that preserves and promotes western heritage and values. The Stampede contributes to the quality of life in Calgary and southern Alberta through its world-renowned 10-day Stampede, year-round facilities, western events and several youth and agriculture programs. All revenue is reinvested into Calgary Stampede programs and facilities. For more about the Stampede, visit www.calgarystampede.com.

Calgary Exhibition and Stampede Limited

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