



FOR IMMEDIATE RELEASE

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## **PARKER RANCH JULY 4<sup>TH</sup> RODEO AND HORSE RACES**

*Waimea, Island of Hawai'i* ~ Parker Ranch will celebrate its paniolo (Hawaiian cowboy) heritage at the 54<sup>th</sup> Annual Fourth of July Rodeo and Horse Races on Monday, July 4, 2016 at the Parker Ranch Rodeo Arena in Waimea.

While celebrating our nation's independence, Parker Ranch paniolo, will be joined by other nearby ranches for a round-up of traditional rodeo events, including horse races, ranch mugging, team roping and more. These events will definitely showcase the skills that have made Hawaiian paniolo famous throughout the world and which continue to keep the unique ranching lifestyle and culture alive in Hawai'i.

Fast paced rodeo action begins shortly after the 9:00 am grand entry parade and continues non-stop until 12 noon. The day starts with the traditional pomp and circumstance with the introduction of the ranch teams and raising of the flags. Under a beautiful summer sky, horse racing action kicks off a morning of excitement--the 1/4 mile, 1/8 mile, and relay races are always a thrill. In the midst of racing fever, skills and pride are on the line during the "friendly" ranch competition taking place in the arena.

This popular community event provides an opportunity to see Hawai'i's cowboys in action while enjoying a variety of crafts and food from local businesses which include Village Burger, Hina Rae's, Hula Mama's Funnel Cakes & Fried Oreos, Aunt Peaches Onolicious Poil Balls, as well as non-profit youth groups that include North Hawaii Little League and Waimea Athletics. The Hawaii Quarter Horse Youth Association will be providing horse rides for the keiki (children) and Alohi Akamai will be running a Petting Zoo. For those who enjoy having a memento, Parker Ranch commemorative logo items will be conveniently available at the arena at the Parker Ranch Store booth.

Each year the festivities also include recognizing an individual or group who has contributed to our island community. This year Parker Ranch will honor, the late State Senator Gilbert Kahele, who passed away in January of this year. Senator Gil was a steadfast advocate for the Big Island and a former Marine. His son, Senator Kai Kahele was appointed by Governor David Ige to fill in for his father during the 2016 legislative session, and he and his family will be on hand to accept the award on behalf of his father.

Tickets for the July 4th event are available in advance for \$7 or \$10 at the gate. Children 12 and under are free. For more information, call 808-885-7311 or visit [www.parkerranch.com](http://www.parkerranch.com). The rodeo grounds are 37 miles by car from Kona International Airport and 57 miles from Hilo Airport on Highway 190.

Parker Ranch Inc. is a highly respected cattle ranch known for quality beef, producing ten million pounds of beef each year and ranking as the 9th largest cow-calf operation in the United States.

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