

# It's What Cowboys Do!

by North Texas Fair & Rodeo, Jacee Kiefer

When August hits in Denton, Texas, a certain aroma fills the air, that aroma is one of corn dogs, fresh squeezed lemonade, family fun, country music and cowboy traditions. The 91st annual North Texas Fair and Rodeo will take place August 16-24. The event will kick off with Parker McCollum appearing live on the Budweiser stage and the fun keeps going with headlining performances from greats such as Easton Corbin, La Zenda Nortena, Jake Hooker & the Outsiders, Kody West, Ned LeDoux, Flatland Cavalry & Josh Ward, Pat Green, and Tracy Lawrence.

The North Texas Fair and Rodeo (NTRF) continues bringing hot country music to the North Texas area every year in August, but that's not where all of the focus lies for this rapidly growing association. With a membership and group of volunteers that go back several generations, this event focuses on the importance of family fun and tradition.

"We continue to support youth, agriculture and community," said Glenn Carlton, Executive Director of the NTRF. "We strive every year to make this event better than the year before. We want to bring you fun and excitement for the whole family," Carlton said. To do this, the NTRF hosts musical

talent, professional and youth rodeos, livestock exhibitions, a premier midway, and special exhibits.

Last year the NTRF saw the return of Swifty Swine after a 25 year hiatus from the fair. This year the diving and racing pigs are back to continue the excitement for new and veteran fairgoers alike. The NTRF is also hosting Jason D'Vaude, One Man Circus, Juggling and Fire Show to mystify, amaze and entertain attendees of all ages.

The NTRF is a 501(c) (3) non-profit organization dedicated to the preservation of western heritage. All revenue is reinvested into programs, scholarships and facilities. The NTRF contributes around \$500,000 each year to youth in the area. According to the Center of Economic Development at the University of North Texas, the NTRF and its facilities have a \$7,000,000.00 economic impact in Denton County and an approximate \$4,000,000.00 impact in the City of Denton.

For more information or to purchase tickets, visit [ntfair.com](http://ntfair.com)

## North Texas FAIR & RODEO

**HOT COUNTRY MUSIC, LIVESTOCK SHOWS, CARNIVALS,  
KID & FUN ZONE, GREAT SHOPPING & FOOD!**

*Budweiser*  
**NIGHTLY CONCERTS**  
**NIGHTLY RODEOS**  
*lite*

- 16** PARKER McCOLLUM
- 17** EASTON CORBIN
- 18** LA ZENDA NORTEÑA
- 19** JAKE HOOKER
- 20** KODY WEST
- 21** NED LeDOUX *LeDOUX LEGACY LIVES ON*
- 22** FLATLAND CAVALRY & JOSH WARD
- 23** PAT GREEN
- 24** TRACY LAWRENCE

**ALL CONCERTS & RODEOS ARE  
INCLUDED IN GATE ADMISSION**



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