



Bill Pickett Invitational Rodeo Los Angeles

Continues 40th Anniversary

With Four Days of Festivities

SOUL COUNTRY MUSIC STAR
 BPIRF Youth Agriculture & Conservation Festival
 BPIR 40th Stampede at the Autry Museum Celebration
 BPIR LA 2-Day Rodeo / SOLD OUT!

***Thurs, July 18th** - Soul Country Music Star LA Finals
 Doors open at 6:30pm / Red Carpet & Reception 7pm- 8pm |
 Competition begins at 8:30pm
 The Autry Museum of the American West
 Griffith Park, 4700 Western Heritage Way
 Los Angeles, CA 90027 (Free Zoo Parking)

***Fri, July 19th** - BPIRF Youth Agriculture & Conservation Festival
FREE / 12pm – 3pm
 The Autry Museum of the American West
 Griffith Park, 4700 Western Heritage Way
 Los Angeles, CA 90027 (Free Zoo Parking)

***Fri, July 19th** - BPIR 40th Stampede at the Autry Museum Party
 5pm – 10pm
 The Autry Museum of the American West
 Griffith Park, 4700 Western Heritage Way
 Los Angeles, CA 90027 (Free Zoo Parking)

***Sat & Sun, July 20th - 21st** - Bill Pickett Rodeo LA
 Saturday, July 20, 2024 | 7:00 pm SOLD OUT!
 Sunday, July 21, 2024 | 3:30 pm SOLD OUT!
Industry Hills Expo Center
 16200 Temple Ave., City of Industry, CA 91744

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Los Angeles, CA – July 5, 2024 – The Bill Pickett Invitational Rodeo (BPIR) Celebrates 40th Anniversary with National Tour and Upcoming Events

The Bill Pickett Invitational Rodeo (BPIR) has celebrated its 40th Anniversary with sold-out shows across the nation, making stops in Denver, CO; Fort Worth, TX; Memphis, TN; and Oakland, CA from January to July 2024. Highlights of this milestone year included the announcement of BPIRs 2024 Buckle Series at The BPIR Texas Connection Series and the debut of "[Be The Unexpected.](#)" featuring legendary actress Pam Grier alongside 14-year-old BPIR Champion Barrel Racer Kortnee Solomon and her celebrated barrel horse, Player. This exciting collaboration was in partnership with Visit Fort Worth.

In addition to the thrilling performances, BPIR released its [Swag Merchandise](#), unveiled [NextGen](#), and teamed up with Wade & Associates Group, LLC to search for the next [Soul Country Music™ Star](#) across four cities: Los Angeles, Atlanta, Dallas/Fort Worth, and DC/Maryland, offering a \$10,000 award. Media features included Ebony, CBS The Today Show, and recognition in the USA Today 10Best People's Choice Award.

The celebration continues in Los Angeles with four days of events:

Thursday, July 18, 2024: Festivities begin with the first Soul Country Music™ Star (SCMS) competition, brought to you by Wade & Associates Group, LLC in association with the Bill Pickett Invitational Rodeo at The Autry Museum of the American West in Griffith Park, Los Angeles, CA. The competition, which began online on June 4, 2024, spans four cities: Los Angeles, Atlanta, Dallas/Fort Worth, and DC/Maryland. It provides diverse country music artists from these regions with opportunities to showcase their skills and a chance to win \$10,000. This initiative aligns with BPIRs mission to keep the Black Cowboy Experience alive and expand its boundaries through country soul music. The Los Angeles SCMS schedule begins with a red-carpet reception at 7:00 pm, followed by the competition at 8:30 pm, hosted by Emmy Award-Winning Actor [Obba Babatundé](#). Black Country Music artists can compete by registering and uploading their performance links on [SoulCountryMusic.com](#). Tickets for attendees are available for purchase [online](#).

Friday, July 19, 2024: The day begins with a **FREE** Youth Agriculture & Conservation Festival at The Autry Museum of the American West, Griffith Park, from 12 pm to 3 pm, produced by the Bill Pickett Invitational Rodeo Foundation (BPIRF), the non-profit arm of BPIR. Sponsored by the USDA, the festival aims to raise awareness of agriculture, providing insights on scholarships, mentoring, and available internship programs. Attendees can enjoy pony rides, farm animals, rodeo games, food trucks, resource vendors, and more. This event is open to young adult organizations (ages 12 and up). Admission is free, and lunch coupons are provided to the first 200 registered students. Registration is available online. Following the festival, BPIR will host the 40th Year Anniversary Stampede at the Autry Museum Western Party from 5 pm to 10 pm, featuring music, games, food trucks, vendors, celebrities, Cowboys, Cowgirls, and more. Media and celebrity talent are invited to attend. Tickets are available online at <https://www.billpickettrodeo.com/index.php/schedule/legacy-series/los-angeles-ca>.

Saturday, July 20, 2024, at 7:00 pm & Sunday, July 21, 2024, at 3:30 pm: The BPIR Los Angeles Rodeo will be held at the Industry Hills Expo Center in the City of Industry, CA. These sold-out rodeo shows offer attendees a chance to experience the excitement and excellence of Black cowboy culture, including food, fashion, music, and thrilling rodeo competitions.

Media and celebrity talent are invited to attend all of the events. Please send credential requests to krprmedia@gmail.com.

BIOS UPON REQUEST

