

FOR IMMEDIATE RELEASE

Emmy Award Winning Actor Glynn Turman Produces American Soul Charity Rodeo To Celebrate Cowboys of Color Raising Funds for Inner-City At-Risk Youth



Great Family Fun for the Entire Family during Easter

MEDIA CONTACTS:
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WHAT: American Soul Charity Rodeo

WHERE: Industry Hills Expo Center
16200 Temple Avenue in the City of Industry

WHEN: Sat. April 11th, 2015

Doors open 2pm / Pre-Show 2:30pm / Rodeo 3:30pm

TICKETS TO ATTEND:

Child, \$17 Adults, \$20 Celebrity Arena Seats, \$30

Doors Open at 2pm / 2:30 pre-show / 3:30 Rodeo Call 310-674-6700 / See Ticket outlets below

VENDORS/SPONSORSHIP: Opportunities for Vendors/Sponsors are available:

Please contact Wade Events Americansoulrodeo@gmail.com 310.674.6700

MEDIA FEATURES: Contact KimiRhochelle of KRPR Media / media@krprmedia.com

FOR MORE INFO: <http://bit.ly/AmericanSoulRodeo2015>



American Soul Charity Rodeo

Los Angeles, CA; March 24, 2015: The **3rd Annual American Soul Charity Rodeo** returns to celebrate all cowboys of color. **Emmy Award winning Actor Glynn Turman** (and current star of Showtime's *"House of Lies,"*) Founding Event Chair and Grand Marshall. Turman says, *"We celebrate all cowboys and the American West while raising money for several local charities. This rodeo is great fun for the entire family! and offers an exciting event during Easter Break."* **American Soul Charity Rodeo** rides into the Industry Hills Expo Center located at 16200 Temple Avenue in the City of Industry, California for one special show, Saturday April 11, 2015 for a 3:30pm performance.

American Soul Charity Rodeo, debuted in 2013 and this unique rodeo emerged as a fund raising event for **Camp Gid D Up**, which provides an opportunity for inner-city and at-risk disenfranchised youth to attend a free western style summer camp; and Women Of Color, Inc., Health Initiative . It also contributes funds to other local charities.

American Soul Rodeo is exciting and entertaining yet educates the American public about the role and accomplishments of cowboys and cowgirls in the landscape of the western lifestyle. This year the rodeo opens with its dynamic pre-show beginning at 2:30 with kids events, re-enactments, Clown Acts, live entertainment and more.

Doors open at 2pm - Pre-show events start at 2:30pm/3:30 Rodeo starts. The rodeo provides an exhilarating, wholesome event for the entire family. Tickets range from *Child*, \$17 to *Adults*, \$20 and *Celebrity Arena Seats*, \$30. Tickets are more at gate and going fast so don't wait. Group rates are available.

Let's Celebrate the Significance & History of Cowboys of Color and the American West

BUD LIGHT
PRESENTS

AMERICAN Soul
CHARITY RODEO

DOORS OPEN AT 2:00 PM • RODEO 3:30 PM • EXCITING PRE-SHOW EVENTS START AT 2:30 PM

Special Celebrity Events, Pro Rodeo & Youth Events, Live Performances, Western & Cultural Performances

SATURDAY APRIL 11, 2015
INDUSTRY HILLS EXPO CENTER
16200 TEMPLE AVE. • CITY OF INDUSTRY, CA 91744

GLYNN TURMAN
Event Chair & Grand Marshall

TICKETS ON SALE NOW!
Child \$17/\$19/Gate | Adults: \$20/\$24/Gate | Celebrity Arena Seats: \$30/\$35/Gate

BLACK FORCE NEWS 4700 Braddon Avenue Riverside, CA 92502 951.842.4670	INDEPENDENT TICKETS 128 S. Market Street Inglewood, Ca. 310.571.6440	MS. B'S MEAN SOUL FOOD 801 E. Manchester Blvd Inglewood, CA 90301 310.422.2000	WOMEN OF COLOR, INC. 1329 N. LaBrea Avenue Inglewood, CA 90302 310.674.4700	YOUNG MAMA'S MEAN SOUL FOOD 335 Alhambra St, Suite 300 Carson, CA 90746 310.254.2317
ZAHARA'S BOOKS & THINGS 900 N. LaBrea Avenue Inglewood, CA 90302 310.328.1200	THRIFTY HORSE 900 4th St #1030 Norco, CA 92860 951-380-4294	INDUSTRY HILLS EXPO CENTER 14200 Temple Avenue City of Industry, CA 91744 626.326.9324	SHADES OF AFRICA 1001 E. 4th St. Long Beach, CA 90802 562.543-2719	SHADES OF AFRICA 114 E. 4th St Carson, CA 92879 951.294.7000

in association with **WOC** **Rodeo Wranglers**

Proceeds to Benefit Local Charities
AmericanSoulRodeo.com

INFO: 310.674.6700 • AMERICANSOULRODEO.COM

There will be Celebrity Co-Grand Marshalls and other celebrities will join in the fun and activities This historic event celebrates the Great Legends of the West while real cowboys and cowgirls showcase their riding skills, calf roping, bull riding, and so much more.

The 2015 ASCR Sponsors include Wrangler, Budweiser, Thrifty Horse, Blue Shield of CA, and other local supporters. Additional sponsor opportunities are available both in-kind and financial that would offset costs associated with this 3rd year charity event. Political, social and corporate groups are encouraged to partner.

In addition, vendors booths are available for both food and non-food spaces For more information, please contact Wade Events at Americansoulrodeo@gmail.com or call 310.674.6700.

ABOUT FOUNDER/EVENT PRODUCERS



Margo Wade LaDrew is the President of Wade & Associates Group and has over 25 years of experience in sales, marketing, promotions and event planning. Ms. LaDrew has been the National Development Manager and LA Event Coordinator for the "Bill Pickett Invitational Rodeo" for the past 15 years along with working on such events as "The Essence Awards," "The NAACP Image Awards," "The Black Movie Awards T.V. Show" along with several other projects.

Her company specializes in working with non-profit organizations to develop and produce signature events, build corporate sponsor relationships and assist with fundraising efforts. Currently she is the Founder & Executive Director of the Black BeautyShop Health Foundation as well as Women of Color, Inc. an Events & Entertainment Group. She serves as a National Board Member for the National Council of Negro Women, Inc

Glynn Turman-Founder/ Star of Showtime's "House of Lies"

Emmy Award Winning Actor, Director & Cowboy Founding Event Chair

Turman started his career at the tender age of twelve in the legendary Lorraine Hansberry's landmark Broadway production of "A Raisin in the Sun" with Sidney Poitier and Ruby Dee. Glynn has had several leading roles on television, but perhaps is best remembered as the staunch 'Colonel Taylor' on the NBC-TV series "A Different World."

In addition to television, Glynn has starred in a number of feature films including the cult classic "Cooley High", "Thomazine and Bushrod", Sahara, Burlesque, Takers, Kings of the Evening, The Obama Effect, Super 8 and Bone Deep. He has been seen on HBO's hit show "The Wire" and for his role as Alex Sr. on HBO's critically acclaimed series 'In Treatment,' the New York native earned the Emmy for Outstanding Guest Actor in a Drama Series. Mr. Turman is currently starring in the hit Showtime Original Series, "House of Lies".



Glynn and his wife and his wife Jo-An co-founded and direct a free western style summer camp "Camp Gid D Up" for inner-city and at risk youth since 1992. Attending youth camps as a kid saved him from juvenile delinquency. He is also an accomplished horseman, a real cowboy and rodeo champion. In 1999, Glynn won the state's Regional Team Roping Finals and placed in the top 5 in the National US Team Roping Champion Finals in Oklahoma City. In November 2011 Glynn was inducted into the Western Heritage Multi-Cultural Museum's Hall of Fame in Ft. Worth Texas.

About KRPR Media

Founded in 2002 under the direction of Entertainment Publicist KimiRhochelle, KRPR Media has become one of the sought after entertainment branding firms. Providing full service media, advertisement promotion and branding solutions, KRPR Media has provided successful solutions for over 13 years to the political, gospel, entertainment, concert, festival, theatre industries. For more info, please visit www.krprmedia.com

TICKETS LOCATIONS:

BLACK VOICE NEWS

4144 Tenth Street
Riverside, CA 92501
[951.682.6070](tel:951.682.6070)

INGLEWOOD TICKETS.

[310.671.6400](tel:310.671.6400)

MS. B's M&M SOUL FOOD

801 E. Manchester Blvd
Inglewood, CA. 90301
[310.412.2800](tel:310.412.2800)

SHADES OF AFRIKA

114 E. 6th Street
Corona, CA 92879
[951.284.7888](tel:951.284.7888)

SHADES OF AFRIKA

1001 E. 4th Street
Long Beach, CA 90802
[562.436.2210](tel:562.436.2210)

THRIFTY HORSE

960 6th Street #103B
Norco, CA 92860
[951.280.0294](tel:951.280.0294)



AMERICAN SOUL CHARITY RODEO

Sponsor some kids or families to attend and experience this action packed educational and exciting family event!

Your company can sponsor a group of low income kids or families to attend.

SPONSOR SOME KIDS OR FAMILY TODAY

Platinum Ticket Sponsor \$5,000
Sponsors 250 Kids or families to attend the rodeo
Logo added to Sponsor Banner
Opportunity to Place Company Banner in arena
Special Live Acknowledgment/Logo in Program Book

Gold Ticket Sponsor \$2500
Sponsors 125 Kids or families to attend the rodeo
Opportunity to Place Company Banner in arena
Special Live Acknowledgment/Logo in Program Book

Silver Ticket Sponsor \$1,000
Sponsors 50 kids or families to attend the rodeo
Special Acknowledgement in Program book

Bronze Ticket Sponsor \$500
Sponsor of 25 kids or families to attend the rodeo
Special Acknowledgement in Program Book

For more information, please call ASCR at 310.674.6700 or visit us at www.americansoulrodeo.com

This is a 501 c3 Charity Rodeo which raises funds to support community health programs and children summer camps.

Celebrating the Significance and History of Cowboys of Color Contributions to the American West

Saturday, April 11, 2015
Industry Hill Expo Center
A Multi-Cultural Educational Charity Event

GLYNN TURMAN
Event Chair & Grand Marshall

WOMEN OF COLOR, INC

1328 N. LaBrea Avenue
Inglewood, CA. 90302
[310.674.6700](tel:310.674.6700)

VENNI MAC'S M&M SOUL FOOD

335 Albertoni St, Suite 300
Carson, CA 90746
[310.324.5317](tel:310.324.5317)

ZAHRA'S BOOKS & THINGS

900 N. LaBrea Avenue
Inglewood, CA. 90302
[310.330.1300](tel:310.330.1300)

Note: Ticket price increases at the gate! Day of Show