

For Immediate Release

Ak-Sar-Ben's River City Roundup Named Official City Celebration

July 7, 2008 – Mayor Mike Fahey and Ak-Sar-Ben's River City Roundup Board Chairman W. Gary Gates, President and CEO of OPPD, announced today that Ak-Sar-Ben's River City Roundup (ARCR) will become the Official Celebration of Omaha with the 2008 event scheduled for September 25-28 at the Qwest Center Omaha.

Throughout the year numerous neighborhood and community celebrations occur but ARCR will be the one event that brings together all residents of the communities that comprise the greater Omaha area.

“For more than a quarter of a century River City Roundup has provided free family entertainment to the region and sparked economic impact of more than \$25 million annually,” said Mayor Fahey. “From the championship rodeo aired by Fox Sports Net, to the parade and concerts, River City Roundup provides something for everybody to enjoy.”

Ak-Sar-Ben's River City Roundup as a celebration of the region's heritage has three core events – The Wrangler ProRodeo Tour – Omaha Round of the Ariat Playoffs, the Douglas County Fair and the 81 year old Ak-Sar-Ben 4-H Youth Exposition.

With all activities free to the public outside of the rodeo and concerts, families can enjoy a local family destination value. New and improved events include a Go Green! Display, swine birthing area, petting zoo and new interactive science and technology exhibits. In an effort to promote Omaha a new Community Stage has been added and a Neighborhood Room where residents can learn more about the communities that are the fabric of the region.

“Residents of the community are invited to participate as part of the Neighborhood Room, volunteering, or just attending,” said ARCR Board Chairman Gates. “River City Roundup is a showcase for celebrating the positive attributes Omaha and the surrounding region has to offer.”

Rodeo and concert tickets ranging from \$17 to \$64 will go on-sale July 12th at 10 a.m. The Thursday, September 25 performance includes round one of the Wrangler ProRodeo Tour – Omaha Round of the Ariat Playoffs and Rodney Atkins in concert. The Friday, September 26th performance includes round two of the Wrangler ProRodeo Tour – Omaha Round of the Ariat Playoffs and Larry the Cable Guy with special guest comedian Reno Collier. The Saturday, September 27th performance will include the semifinals and finals of the Wrangler ProRodeo Tour – Omaha Round of the Ariat Playoffs and country music newcomer Jessica Simpson.

For more information on ARCR visit www.rivercityroundup.org or 402.554.9600.

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