



# CINCH® PRESENTS THE 77<sup>TH</sup> PIKES PEAK OR BUST RODEO ★ JULY 12-15, 2017 ★

## ★★★ BEFORE ★★★ YOU HEAD OUT TO THE RODEO!

### Tickets

Buying early and online saves you time and money! Be sure to bring your printed ticket or your mobile device if you've downloaded your purchase. Your printed ticket or mobile device can be scanned at the gate. Tickets are available for onsite purchase, first-come, first-served. Many performances sell out in advance so buying early is the best way to go. Once you enter the arena, you'll be 'stamped' so you can move back and forth between the arena and the grounds prior to the performance. All of the Rodeo performances take place at Norris-Penrose Event Center, located at 1045 Lower Gold Camp Road, Colorado Springs, Colorado.

### Those needing assistance

Handicapped seating tickets must be purchased at the NPEC Box Office. Designated seating for those needing assistance is available and allows for ONE additional seat for the person assisting the handicapped individual. Others in your party can be seated nearby providing seating is still available. Making your purchase early is key.

Handicapped parking is also available on a first-come, first-served basis. Golf cart transportation is available if needed, but please arrive early and allow extra time. Much of the venue at NPEC is outside so dress and plan accordingly. Our Colorado weather is not very predictable.

Pikes Peak or Bust Rodeo volunteers are here to help. Please check in with one of our volunteers so we can help you get to your seats safely. **Look for the folks in the red vests!**

### Grounds Entry

It is highly recommended that you enter the Rodeo grounds from 21st Street, since 8th Street can get very congested. Entrance and parking information is also located on the Contact Us page of the Web site. Arriving early is our best advice – as noted, all performances typically sell out.

### Parking

Parking is FREE! There is a parking diagram also posted on the [Contact Us](#) page of the Web site that you can check out for details. Plan to arrive early for the best possible spots. The parking lots at NPEC are packed dirt. Another reason to sport your cowboy boots!

### Strollers, car seats

Strollers are allowed in the gate and can be used while walking around the grounds (inside and outside the gate), but they **must** be checked in at Guest Services before going to your seats. Strollers are not allowed in the seating area for safety reasons. This includes full-size strollers and umbrella strollers. Car seats must also be checked with Guest Services, or a ticket may be purchased if you would like to have the car seat in the stands with you. Stroller and car seat check-in is a free service, and strollers and car seats are covered and never left unattended.

### ATMs

There are ATMs located at various places on the grounds of the Norris-Penrose Event Center. Please see the grounds map for details or check with your nearest Pikes Peak or Bust volunteer for assistance once onsite.

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## First Aid

We hope you won't need it, but just in case, we have trained staff ready to help. The First Aid office is on the south side of the arena and has a big red cross sign right out front.

## No Smoking

Norris-Penrose Event Center is a non-smoking facility. No smoking is allowed within the fenced area, arena, rest rooms, or any other public areas within the fence. There are two designated smoking areas outside the fence – one on the northwest side and one on the southwest side.

## Feed Lot

Enjoy a delicious BBQ meal including meats, sides, dessert, and drink for only \$13/adult and \$6.50/child (12 and under). Served in the tent outside the arena with plenty of tables and chairs so you can sit and relax for a bit.

## Activities

There's much to do before the Rodeo. Get there early and enjoy mutton bustin' try-outs, the petting zoo, pony rides, climbing wall, bungee jumping, the bucking bull and more! Lots of vendors will be there too so beat the rush, get in, get parked and have fun in the Fan Zone! The grounds open at 4:00 p.m. for evening performances and at 10:00 a.m. for Saturday Matinee.

And plan to stay after the Rodeo to enjoy a cold Coors and live music in the Coors Roadhouse Saloon. No cover charge!



## Schedule

Evening performances start promptly at 7:00 p.m. Saturday Matinee starts promptly at 12:30 p.m. Grounds open at 4:00 for evening performances. Saturday Matinee, Grounds open at 10:00 a.m. Gates open at 5:00 p.m. for evening performances and 11:00 a.m. for the Saturday Matinee. Our local military are honored at each performance. Check out [PikesPeakorBust.org](http://PikesPeakorBust.org) for detailed schedule information.

## Bottled water, other drinks, and snacks

You may bring unopened plastic bottles of water onto the grounds and into the stadium. No open beverages of any kind will be allowed. No outside snacks are allowed on the grounds nor in the stadium. There are plenty of places to get a bite to eat and something to drink. Vendors and concessions staff are waiting to take your order!

## Camera Policy

No film or camera equipment is allowed within the gates. Media representatives must register in advance with the Rodeo's PR Director.

## Security

Pikes Peak or Bust Rodeo has security at every performance. The Rodeo reserves the right to search any bags of any kind, at any time. Keeping our fans and contestants safe is our top priority. The security staff consists of off-duty police officers, military volunteers, and other highly trained men and women.

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And last but not least, get ready to have fun! You won't want to miss a minute of the action! This family-friendly event is ideal for fans of all ages. Never been to the Rodeo? Well, the Pikes Peak or Bust Rodeo is the best one to start with.

***See you there!***

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**[PikesPeakorBust.org](http://PikesPeakorBust.org)**