



A bull rider hits the ground after being thrown at last year's bull riding event at the Pioneer Day's Rodeo in Guymon, Okla. Courtesy photo

• Special to the Leader & Times For a fourth year, Epic Touch Co. will sponsor the 15-foot-wide electronic Guymon Pioneer Days scoreboard that shows scores, instant replays and more, allowing rodeo fans to get just a dust cloud away from the happenings and mishaps of the 81st annual rodeo. "The Guymon Pioneer Days Rodeo is a great tradition and a PRCA (Professional Rodeo Cowboy Association) sanctioned event. It was named last year's WPRA (Women's Professional Rodeo Association) Rodeo of the Year. We at Epic are committed to helping through scoreboard sponsorship and much more during the local annual celebration," said Epic Touch President Bob Boaldin.

In conjunction with the sponsorship of the scoreboard, Epic hosts the Pioneer Days coloring contest, has rodeo ticket outlets in their retail stores in Elkhart, Guymon and Liberal and presents a hot dog cookout and free lunch in the Guymon store in honor of the visiting national rodeo queens, barrel men and bull fighters.

Nearly 1,000 National Finals Rodeo (NFR)-caliber contestants will compete for seven straight days on or with NFR-caliber stock. The Pioneer Days PRCA Rodeo paid performance dates are May 3, 4 and 5, with 7:30 p.m. performances Friday and Saturday and 2 p.m. performances Saturday and Sunday.