



MEDIA RELEASE

21 AUGUST, 2020

UNIQUE WEST AUSTRALIAN FAMILY RODEO EVENT GETS THE GREEN LIGHT TO PROCEED EVEN IN FACE OF GLOBAL PANDEMIC

Broome, Western Australia; Saltwater Country, the organisation responsible for championing Aboriginal cowboys and their unique connection to pastoral land in Western Australia has been given a last-minute green light by local bodies and partners to activate the 2020 Rhythm & Ride Rodeo, Campdraft & Country Music program, next month.

Rhythm & Ride is a two day nationally affiliated sporting, cultural and entertainment program commencing with an ABCRA Campdraft, Junior Rodeo and KIDS GIT UP DAY which offers free entry for kids. Followed by ABCRA rodeo including senior events, barrel racing, steer wrestling, bronc/bareback riding and bull riding. The event concludes with a seasoned local music entertainment schedule which will support all local artists this year who are unable to travel or tour domestically due to Covid-19 restrictions.

Rhythm & Ride is in its fourth successful year and is purposefully designed to be a diverse and inclusive family event that Chairperson, Cara Peek, says “is more important than ever to get behind and support during this challenging year”.

“2020 has presented a myriad of challenges for West Australians, the country at large and in fact the world; however, we are thrilled that we have been given a last minute green light for this fantastic family event to continue, as we celebrate our unique community spirit here in Broome” said Peek.

“It’s wonderful to see Western Australians valuing the power of connection and togetherness around these community designed events. There is no doubt it’s a real tribute to how well the state is tracking with fighting Covid-19. For us to be able to continue, knowing so many other states are unable to host annual events of this nature, is very fortunate.” remarked Peek.

Two key events are now confirmed for August and September:

SATURDAY 22 AUGUST 2020

A STARRY KIMBERLEY SKY – FREE POP-UP MOVIE NIGHT

Where: Pioneer Park, Town Beach

When: **4.30pm for a 7pm start**

Cost: FREE

FRIDAY 11 + SATURDAY 12 SEPTEMBER 2020

RHYTHM + RIDE RODEO, CAMPDRAFT + COUNTRY MUSIC EVENT

Campdraft, junior rodeo, kids’ activities on Friday 11th and live music (local bands)

Rodeo and live music (local bands) on Saturday 12th

Where: Broome Rodeo Grounds, Broome Road, Broome WA

When: **8.00am to 11:30pm**

Tickets/Event Information: <http://www.rhythmandride.com.au/>

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