



SNOWMASS WESTERN HERITAGE ASSOCIATION

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Producers of the
SNOWMASS RODEO

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HICKORY HOUSE TO SERVE FAMOUS RIBS AT SNOWMASS RODEO THIS SEASON

The Snowmass Rodeo launches its 35th or 36th season next week (depending on how you count) with the first rodeo Wednesday, June 18 at the Snowmass Rodeo Grounds in Snowmass Village. Gates open at 5 p.m. and the rodeo starts at 7 p.m. A new food vendor, new attractions and new souvenir merchandise will be added this year to the already packed slate of activities that take place every Wednesday through the summer with the last rodeo on Aug. 20.

The Hickory House restaurant and caterer, based in Aspen, will serve as the food vendor at the Snowmass Rodeo this summer, providing their famous ribs and chicken under the BBQ tent, with veteran rodeo performer Twirp Anderson singing to the diners. The Snowmass Rodeo menu will offer the choice of a full dinner of ribs and chicken, with sides of baked beans, cole slaw and au gratin potatoes, or a sandwich package that includes either a chicken or beef sandwich and the same side dishes. The full dinner is priced at \$18 and the sandwich is \$9. Both include beverages and chocolate chip cookies for dessert. The Hickory House will also offer a kids' meal for \$5 for those 10 and under. Children 10 and under are admitted free to the rodeo.

"We're excited about expanding into Snowmass Village and being a part of the Snowmass Rodeo," said Paul Dioguardi, Hickory House owner.

The restaurant has operated in Aspen since 1988 and is known for its barbecued baby back ribs, imported from Denmark. Hickory House, which also operates a restaurant in Parker, CO, has won dozens of national and international rib cook-off competition awards.

Dioguardi, who started in the rib business 20 years ago, traveling the country competing in BBQ rib competitions, bought the Hickory House 10 years ago. Over the years

Snowmass Western Heritage Association is a tax-exempt 501(c)(3) (EIN 90-0138524) nonprofit organization that strives to preserve and enhance the western heritage and character of Snowmass Village and the Roaring Fork Valley.

they have won 43 competitions for their ribs and BBQ sauce.

The restaurant is a favorite of visitors and locals alike and has drawn attention from celebrities, such as Oprah who showcased the Hickory House ribs on one of her favorite foods segments.

Last year a mechanical bull was added to the attractions at the rodeo that also include pony rides and steerhead roping. This year will feature a big inflated bouncy horse, ideal for small toddlers or those too timid to take on the bull. The steerhead roping practice area now features new steer dummies, replacing the old hay bales and steer heads, along with special children-sized ropes.

Vendors will once again include Collections, offering women's western apparel and other items, and Wienerdog Kids Toys with western and retro toys. Both have stores on Snowmass Mall. The Wienerdog booth will also feature a pop gun shooting contest.

A third booth will offer Snowmass Rodeo souvenir merchandise including bean bag horses with Snowmass Rodeo bandannas, kids' ropes, books on the western lifestyle and people in the valley and bandannas with the Snowmass Rodeo logo.

The Snowmass Rodeo, produced by the Snowmass Western Heritage Association, starts Wednesday June 18 and continues through the summer every Wednesday evening until August 20. Rodeo ticket prices are \$16 for adults, \$10 for youths 11-15, with children 10 and under admitted free. There is also a VIP section closer to the bucking chutes and with a better view of the action. VIP tickets are \$25 for adults, \$15 for youths 6-15, with children 5 and under free and include a souvenir stadium cushion.

Rodeo gates open at 5 p.m. for pre-rodeo activities including the BBQ which ends at 7 p.m. The sandwich package will be available throughout the evening. A full bar also opens at 5 p.m. and closes at 9:30 p.m.

The rodeo starts at 7 p.m. and includes team roping, dally ribbon roping, bareback bronc and saddle bronc riding, bull riding and barrel racing. The rodeo concludes about 8:30 p.m. and is followed by singing and roasting marshmallows around a campfire.

For more information, call 970-923-8898 or go to snowmassrodeo.org.