



**STATE OF MISSISSIPPI  
DEPARTMENT OF AGRICULTURE AND COMMERCE**

ANDY GIPSON  
COMMISSIONER

# **MEDIA ADVISORY**

**FOR IMMEDIATE RELEASE: July 10, 2023**

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**Who:** Commissioner of Agriculture and Commerce Andy Gipson

**What:** Press Conference Announcing Details for Keath Killebrew Memorial Rodeo and Mississippi Ag & Outdoor Expo

**When:** Wednesday, July 12, 2023; 10:00 a.m.

**Where:** Mississippi State Fairgrounds, Trade Mart Atrium  
1207 Mississippi Street, Jackson, MS 39202

**Major International Professional Rodeo Association Rodeo to Be Held in Conjunction  
with Upcoming Mississippi Ag & Outdoor Expo**

**STATE FAIRGROUNDS, Miss.** – Commissioner of Agriculture and Commerce Andy Gipson invites the media to attend a press conference announcing details of the first major IPRA Keath Killebrew Memorial Rodeo this Wednesday, July 12, at 10:00 a.m. inside the Mississippi Trade Mart Atrium at the State Fairgrounds. The Rodeo will feature UBF Bull Fighting and Bull Poker in addition to all the traditional rodeo events.

The Keath Killebrew Memorial Rodeo, expected to be the largest International Pro Rodeo Association (IPRA) rodeo in the country, will be held Friday, July 28, and Saturday, July 29, inside the Mississippi Coliseum. Popular music artists Chapel Hart and Drake Milligan will perform following feature rodeo favorites like bull riding, bareback bronc, saddle bronc, ranch broncs, calf roping, breakaway roping, steer wrestling, team roping, barrel racing, bullfighting and bull poker. In conjunction with the rodeo, a special fall edition of the Mississippi Ag and Outdoor Expo will be open to the public Friday, July 28, through Sunday, July 30, inside the Trade Mart at the Mississippi State Fairgrounds. The expo, hosted by the Mississippi Department of Wildlife, Fisheries and Parks Foundation, is the largest display of everything for the outdoors in Mississippi.

Find more information on the Keath Killebrew Memorial Rodeo at [www.killebrewrodeo.com](http://www.killebrewrodeo.com) and visit [www.mississippioutdoorexpo.com](http://www.mississippioutdoorexpo.com) for more information on the Mississippi Ag and Outdoor Expo.

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**Media Note:** Following the press conference, Commissioner Andy Gipson and event organizers will be available for questions from the media.