



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

ANDY GIPSON
COMMISSIONER

PRESS RELEASE

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Ag Commissioner Gipson Announces Details for Major IPRA Rodeo and Mississippi Ag & Outdoor Expo to Be Held at the Mississippi Fairgrounds

JACKSON, Miss. – Today, Commissioner of Agriculture and Commerce Andy Gipson held a press conference announcing details for the Keath Killebrew Memorial Rodeo, the largest International Professional Rodeo Association (IPRA) rodeo in the United States, to be held in conjunction with the upcoming Mississippi Ag and Outdoor Expo at the Mississippi State Fairgrounds.

Commissioner Gipson was joined by Michael Lasseter, director of the Mississippi State Fairgrounds; Dr. Alyssa Killebrew, wife of the late Keath Killebrew and founder of the Killebrew Ag Foundation; Jeremy Smith, owner of the Deep South Rodeo Productions; and Don Brazil, CEO of the Mississippi Wildlife, Fisheries and Parks Foundation. To view the press conference in its entirety, visit [link](#).

“Keath Killebrew was a Mississippi farmer who dedicated his life to agriculture by working his own family farm, helping start farms in other parts of the world and raising the next generation of farmers. To help keep his memory alive, Alyssa and the Killebrew Ag Foundation continue to support that passion of investing in the lives of future farmers by hosting the Keath Killebrew Memorial Rodeo, which will go to benefit scholarships for young people interested in farming,” said Commissioner Gipson. “Around 400 top tiered cowboys and cowgirls will compete in this incredible event right here in Jackson, Mississippi, and it will be the largest IPRA rodeo in the nation this year.”

The Keath Killebrew Memorial Rodeo, expected to be the largest IPRA rodeo in the country, will be held Friday, July 28, and Saturday, July 29, inside the Mississippi Coliseum. The rodeo will feature Ultimate Bull Fighting and Bull Poker in addition to all the traditional rodeo events, including bull riding, bareback bronc, saddle bronc, ranch broncs, calf roping, breakaway roping, steer wrestling, team roping and barrel racing. Cowboys and cowgirls from around the world will compete for a purse of over \$150,000. Mississippi natives and popular country music artists Chapel Hart will perform on Friday, July 28, and country music star Drake Milligan will perform on Saturday, July 29, following rodeo competitions. The rodeo is presented by the Killebrew Ag Foundation and proceeds will go toward scholarships for aspiring young farmers. Tickets can be purchased at the Coliseum Box Office or online at [Ticketmaster.com](https://www.ticketmaster.com).

“In addition to the action-packed rodeo entertainment and concerts, the Mississippi Fairgrounds will also hold the fifth Mississippi Agriculture and Outdoor Expo. This expo has grown to be bigger and better each time it’s held. The entire Trade Mart is going to be full of farming, outdoor, hunting, fishing and wildlife gear and equipment. I encourage the public to come out for a family-friendly weekend of events that has something for everyone to enjoy,” continued Commissioner Gipson.

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 Wildlife, Fisheries and Parks Foundation, is the largest display of everything for the outdoors in Mississippi. Visitors will find an array of products, from fishing gear and ATVs to farm equipment, and so much more. During the expo, the Mississippi Wildlife, Fisheries and Parks Foundation will purchase youth hunting licenses for all youth 15 years of age and younger in attendance. Tickets to the expo are \$13 for adults, \$7 for children ages 6-12 and children ages 5 years old and under will receive free admission. Tickets can be purchased at the Trade Mart. Learn more about the Mississippi Ag and Outdoor Expo at www.mississippioutdoorexpo.com.

For more information on the Keath Killebrew Memorial Rodeo and Killebrew Ag Foundation, visit www.killebrewfoundation.org/rodeo. To stay up to date on the latest events scheduled at the Mississippi State Fairgrounds, visit www.mississippifairgrounds.com and follow us on Facebook, Instagram and Twitter.

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Photo attached.



Commissioner Andy Gipson held a press conference announcing details for the Keath Killebrew Memorial Rodeo, the largest IPRA rodeo in the United States, to be held in conjunction with the upcoming Mississippi Ag and Outdoor Expo at the Mississippi Fairgrounds. Pictured L-R: Don Brazil, CEO of the Mississippi Wildlife, Fisheries and Parks Foundation; Vivian Killebrew, daughter of Keath and Alyssa Killebrew; Dr. Alyssa Killebrew, wife of the late Keath Killebrew and founder of the Killebrew Ag Foundation; Andy Gipson, Commissioner of Agriculture and Commerce; and Jeremy Smith, owner of the Deep South Rodeo Productions.