



STATE OF MISSISSIPPI  
DEPARTMENT OF AGRICULTURE AND COMMERCE

ANDY GIPSON  
COMMISSIONER

## MEDIA ADVISORY

FOR IMMEDIATE RELEASE: February 14, 2024

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**What:** 59th Dixie National Livestock Show and Rodeo

**When:** Thursday, February 15 and Friday, February 16

**Where:** Mississippi State Fairgrounds

**Schedule of 59th Annual Dixie National Livestock Show and Rodeo Events Taking Place  
Thursday, February 15 and Friday, February 16**

**STATE FAIRGROUNDS, Miss.** – Commissioner of Agriculture and Commerce Andy Gipson invites everyone to attend the 59th annual Dixie National Livestock Show and Rodeo and announces the schedule of events taking place tomorrow Thursday, February 15 and Friday, February 16, 2024. All events take place on the Mississippi State Fairgrounds.

**Sammy Kershaw** will perform at the 7:00 p.m. Rodeo performance February 15 in the Mississippi Coliseum. Tickets range from \$20-\$45 and are available to purchase using the following link: [Sammy Kershaw Tickets](#).

**\*\*\*Special Guest\*\*\* Mo Brings Plenty** known for his portrayal as "Mo" in the popular television show Yellowstone will be at the Dixie National Rodeo for meet and greets beginning 6:00 p.m. Thursday, February 15, and Friday, February 16 in the Coliseum Red Room.

A **costume contest** presented by Cavender's will occur for **RETRO NIGHT**. Competitors are encouraged to adorn their best western wear and meet 6:00 p.m. in the Coliseum Vestibule for judging. Two lucky winners will be announced during the rodeo performance that evening and will be awarded a \$100 Cavender's gift card.

The **Dixie National Quarter Horse Show** continues in the Kirk Fordice Equine Center through Sunday, February 18. The Dixie National Quarter Horse Show hosts exhibitors from 22 states across the country and over 400 American quarter horses will participate in this multi-day event which showcases the versatility of the American quarter horse breed. Competitions for the Dixie

National Quarter Horse Show include roping, barrels, ranch classes, English classes and traditional western classes. This event is free to the public.

**Scheduled Activities & Events for Thursday, February 15, 2024:**

- 8:00 a.m. – Dixie National Quarter Horse Show – Equine Center
- 11:00 a.m. - 10:00 p.m. – Dixie National Steakhouse – Trade Mart
- 6:00 p.m. – Mo Brings Plenty from Yellowstone Meet and Greet – Red Room
- 6:00 p.m. – Costume Contest – Coliseum Vestible
- 7:00 p.m. – Dixie National Rodeo – Coliseum – Performance by Sammy Kershaw
- Retro Night – Sponsored by Cavenders

**Scheduled Activities & Events for Friday, February 16, 2024:**

- 8:00 a.m. – Dixie National Quarter Horse Show – Equine Center
- 11:00 a.m. - 10:00 p.m. – Dixie National Steakhouse – Trade Mart
- 12:00 p.m. - 7:00 p.m. – Mississippi Ag and Outdoor Expo – Trade Mart
- 6:00 p.m. – Mo Brings Plenty from Yellowstone Meet and Greet – Red Room
- 7:00 p.m. – Dixie National Rodeo – Coliseum – Performance by Corey Kent

**Dixie National Steakhouse Hours:**

February 14-17, 2024 – 11:00 a.m. - 10:00 p.m.

February 18, 2024 – 10:00 a.m. - 7:00 p.m.

**Rodeo Entertainment:**

Thursday, February 15, at 7:00 p.m. – Sammy Kershaw

Friday, February 16, at 7:00 p.m. – Corey Kent

Saturday, February 17, at 2:00 p.m. and 7:00 p.m. – Parmalee

Visit the [PRCA](#) to obtain current results of each competition of Dixie National Rodeo and to view the competitors who will be participating in each performance.

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**Photos attached.**



**Sammy Kershaw will perform at the Dixie National Rodeo in the Mississippi Coliseum, which begins at 7:00 p.m. Thursday, February 15.**



Mo Brings Plenty known for his portrayal as "Mo" in the popular television show Yellowstone will be at the Dixie National Rodeo for meet and greets beginning 6:00 p.m. Thursday, February 15, and Friday, February 16 in the Coliseum Red Room.



A costume contest presented by Cavender's will occur for RETRO NIGHT Thursday, February 15 at 6:00 p.m. in the Coliseum Vestibule. Two lucky winners will be announced during the rodeo performance that evening and will be awarded a \$100 Cavender's gift card.

#### **MEDIA NOTE:**

A designated Media Room is available to local/state newspapers, tv stations and print and broadcasting media for the Dixie National Rodeo. Media will have access to live updates/stats from each rodeo performance, current leaderboard information, and exclusive one-on-one interviews with rodeo competitors and entertainers. The media room, or Gray Room, is located on the south side of the Coliseum. To enter the Coliseum, simply show your work ID badge at the doors. Enter the Coliseum through the glass doors on the south side and take an immediate right. The media room will be on your right. The room is easily visible and will be labeled MEDIA ROOM.

Media passes will be distributed in the Media Room for those who want to get b-roll footage inside the Coliseum arena. You will be directed to the reserved section designated for your camera crews. We will bring cowboys/clowns/queens/etc. to the media room for interviews. If there are specific people that you would like to interview for a story, let us know ahead of time and we will work to make those happen.

If members of the media would like to request interviews regarding Dixie National Livestock Show and Rodeo events, please contact Paige Manning at [paige@mdac.ms.gov](mailto:paige@mdac.ms.gov) or (662) 312-5897 or Hannah East at [hannahe@mdac.ms.gov](mailto:hannahe@mdac.ms.gov) or (662) 816-3230.