



STATE OF MISSISSIPPI
DEPARTMENT OF AGRICULTURE AND COMMERCE

ANDY GIPSON
COMMISSIONER

MEDIA ADVISORY

FOR IMMEDIATE RELEASE: February 5, 2025

Contact: Paige Manning, Director of Marketing and Public Relations
(601) 359-1163 / cell: (662) 312-5897

Paige@mdac.ms.gov

Hannah East, Marketing Specialist

(601) 359-1179

HannahE@mdac.ms.gov

What: 60th Dixie National Livestock Show and Rodeo

When: Thursday, February 6, and Friday, February 7

Where: Mississippi State Fairgrounds

Schedule of 60th Annual Dixie National Livestock Show and Rodeo Events Taking Place Tomorrow, Thursday, February 6, and Friday, February 7

STATE FAIRGROUNDS, Miss. – Commissioner of Agriculture and Commerce Andy Gipson invites everyone to attend the 60th annual Dixie National Livestock Show and Rodeo and announces the schedule of events taking place tomorrow, Thursday, February 6, and Friday, February 7, 2025. All events take place on the Mississippi State Fairgrounds.

The Dixie National Junior Round-Up Livestock Show officially wraps up with the Sale of Champions tomorrow. The **Sale of Champions** is an auction where livestock exhibitors winning Champion and Reserve Champion in the Junior Round-Up Market Divisions sell their animals and scholarships are awarded. It is one of the highlight events of the Dixie National Livestock Show and Rodeo. Over the past week, 1,269 4-H and FFA members participated in the Dixie National Junior Round-Up Livestock Shows showing 1,941 head of livestock including pigs, sheep, cattle and goats. Last year's sale featured a record of 53 champion animals, grossing \$484,010 and raising \$61,500 in scholarships for 39 students.

Wagon trains from across the state will begin arriving at the State Fairgrounds on Thursday and will continue arriving through Friday.

The **Dixie National Marketplace** and the **Cowboy Corner** will open at 12:00 p.m. on Friday, February 7. These are open to the public with no admission fee. Attendees will be able to find a variety of western and rodeo themed clothing and accessories, items for the farm like top-notch tractors and trailers, and specialty foods.

The first performance of the **Dixie National Rodeo** will kick off at 7:00 p.m. on Friday at the Mississippi Coliseum. The Rodeo will get started with a special presentation by the night's sponsor, the Mississippi National Guard. Sam Barber will perform immediately following the Rodeo. Barber's hits include Straight and Narrow, Dancing in the Sky and Indigo. Tickets range from \$20-\$45 and are available to purchase at www.dixienational.org.

Scheduled Activities & Events for Thursday, February 6, 2025:

- 10:00 a.m. – Sale of Champions Reception – Trade Mart Hall B
- 11:00 a.m. – Welcome and Presentation of Scholarships from Sale of Champions – Trade Mart Hall C
 - Following Scholarship Presentations: Sale of Champions – Trade Mart Hall C
- 11:00 a.m. - 6:00 p.m. – Dixie National Steakhouse – Trade Mart
- 1:00 p.m. – Wagon Train Arrives – Trade Mart

Scheduled Activities & Events for Friday, February 7, 2025:

- 11:00 a.m. - 7:00 p.m. – Dixie National Steakhouse – Trade Mart
- 12:00 p.m. - 7:00 p.m. – Dixie National Rodeo Marketplace – Trade Mart
- 12:00 p.m.- 7:00 p.m. – Cowboy Corner – Trade Mart Atrium
- 4:00 p.m. – Wagon Train Arrives – Trade Mart
- 6:00 p.m. – Santa Gertrudis Sale – Judging Arena/Barn 14
- 7:00 p.m. – Dixie National Rodeo featuring Sam Barber – Coliseum
- 10:00 p.m. – Dixie National Afterparty featuring Paxton Peay – Trade Mart Hall C

Events of the 60th Dixie National Livestock Show and Rodeo run through Sunday, February 16, 2025. The Dixie National Rodeo, the largest rodeo east of the Mississippi River, takes place Friday, February 7, through Saturday, February 15, inside the Mississippi Coliseum at the State Fairgrounds. The first ever Dixie National High School Rodeo will take place on Sunday, February 16, at 2:00 p.m.

Rodeo Entertainment:

- Friday, February 7, at 7:00 p.m. – Sam Barber
- Saturday, February 8, at 2:00 p.m. and 7:00 p.m. – George Birge
- Sunday, February 9, at 2:00 p.m. – Lorrie Morgan
- Wednesday, February 12, at 7:00 p.m. – Clay Walker
- Thursday, February 13, at 7:00 p.m. – Zach Top (Concert-only tickets available)
- Friday, February 14, at 7:00 p.m. – Ella Langley (Concert-only tickets available)
- Saturday, February 15, at 2:00 p.m. and 7:00 p.m. – Gretchen Wilson
- Sunday, February 16, at 2:00 p.m. – High School Rodeo

To purchase tickets to the Dixie National Rodeo, visit www.ticketmaster.com/search?q=dixie+national+rodeo. Concert-only tickets for sold out shows must be purchased in-person at the Coliseum Box Office. Tickets to the High School Rodeo can be purchased at the Coliseum Box Office. For more information on the Dixie National Livestock Show and Rodeo, visit www.dixienational.org and follow the Dixie National Livestock Show & Rodeo on Facebook, Instagram and X.

###

Photo Attached.



The Sale of Champions takes place on Thursday, February 6, at 11:00 a.m. in the Mississippi Trade Mart. Livestock exhibitors winning Champion and Reserve Champion in the Junior Round-Up Market Divisions sell their animals in the auction and scholarships are awarded. Last year's sale featured a record of 53 champion animals, grossing \$484,010 and raising \$61,500 in scholarships for 39 students.

MEDIA NOTE:

A designated media room will be available to local/state newspapers, tv stations and print and broadcasting media for the Dixie National Rodeo, which takes place February 7-9 and 12-16. 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 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.

Immediately following each rodeo performance, a rodeo announcer will be in the media room to provide a Rodeo Recap to the media.

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 or (662) 312-5897 or Hannah East at hannah@mdac.ms.gov or (662) 816-3230.