



STATE OF MISSISSIPPI
DEPARTMENT OF AGRICULTURE AND COMMERCE

ANDY GIPSON
COMMISSIONER

MEDIA ADVISORY

FOR IMMEDIATE RELEASE: February 7, 2025

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What: 60th Dixie National Livestock Show and Rodeo

When: Saturday, February 8 – Sunday, February 9

Where: Mississippi State Fairgrounds

Schedule of 60th Annual Dixie National Livestock Show and Rodeo Events Taking Place Tomorrow, Saturday, February 8, through Sunday, February 9

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, Saturday, February 8, through Sunday, February 9, 2025. All events take place on the Mississippi State Fairgrounds.

The **Dixie National Parade** rides through downtown Jackson tomorrow, February 8, at 10:30 a.m. This beloved event traditionally kicks-off rodeo competitions and includes an array of rodeo queens, marching bands, decorative floats, car and tractor clubs, riding groups, the famous Dixie National Wagon Train and much more. Beginning at the corner of Mississippi and Jefferson streets, the procession will travel down Mississippi Street, circle the State Capitol, and finally take a left onto Amite Street before returning to the State Fairgrounds. Spectators are encouraged to watch from the Capitol grounds near President, High and West streets for the best views. Parking will be available at the Capitol grounds and surrounding parking lots. The parade awards presentation will follow the parade at the Mississippi Farmers Market.

The **Dixie National Marketplace** and the **Cowboy Corner** will continue through the weekend in the Trade Mart. Both 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, specialty foods and the Genuine MS Store at the Dixie National Marketplace. Cowboy Corner is the ultimate hangout with free haircuts and hat shaping by Parker Thomas. The Dixie National Marketplace and Cowboy Corner will be open Saturday from 10:00 a.m. until 7:00 p.m. The Dixie National Marketplace will be open on Sunday from 10:00 a.m. until 5:00 p.m.

Rodeo fans can enjoy two rodeo performances of the **Dixie National Rodeo** on Saturday, February 8, at 2:00 p.m. and 7:00 p.m. George Birge, with his hit “Cowboy Songs,” will perform following the rodeo performances. Sunday, February 9, following the action-packed Rodeo at 2:00 p.m., Lorrie Morgan will perform. Her hits include “A Picture of Me,” “Except for Monday,” and “Something in Red.”

The Dixie National Rodeo features bareback riding, saddle bronc riding, bull riding, tie-down roping, team roping, steer wrestling and barrel racing. Cowboys and cowgirls come from around the world – as far as Canada, Brazil and Australia – to compete.

A variety of **Open Livestock Shows** featuring cattle and swine will be taking place in Barns 6 and 14 throughout the weekend. These shows are open to all ages with some competitors traveling to Mississippi to compete.

Scheduled Activities & Events for Saturday, February 8

- 7:00 a.m. - 10:30 a.m. – Dixie National Rodeo Breakfast – Red Barn Near Barn 16 – Free Breakfast
- 7:30 a.m. – Intercollegiate Beef Judging Contest – Equine Center
- 8:00 a.m. – National Santa Gertrudis Sale – Barn 14
- 10:00 a.m. - 7:00 p.m. – Dixie National Steakhouse – Trade Mart
- 10:00 a.m. - 7:00 p.m. – Dixie National Marketplace – Trade Mart
- 10:00 a.m. - 7:00 p.m. – Cowboy Corner – Trade Mart Atrium
- 10:30 a.m. – Dixie National Parade – Downtown Jackson
- 2:00 p.m. – Dixie National Rodeo featuring **George Birge** – Coliseum
- 3:00 p.m. – Open Brangus Show – Barn 14
- 7:00 p.m. – Dixie National Rodeo featuring **George Birge** – Coliseum
- 10:00 p.m. – Dixie National Afterparty featuring Steel Hollow – Trade Mart – Hall C

Scheduled Activities & Events for Sunday, February 9

- 9:00 a.m. – Open Beefmaster Show – Barn 14
- 9:00 a.m. – Open Braford/F1 Show – Barn 14
- 9:00 a.m. – Open Barrow Show – Barn 6
- 9:00 a.m. – Open Swine Show – Barn 6
- 10:00 a.m. - 7:00 p.m. – Dixie National Steakhouse – Trade Mart
- 10:00 a.m. - 5:00 p.m. – Dixie National Marketplace– Trade Mart
- 11:00 a.m. – Open Longhorn Show – Barn 14
- 11:00 a.m. – Open Wagyu Show – Barn 14
- 2:00 p.m. – Dixie National Rodeo featuring **Lorrie Morgan** – Coliseum

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 runs through Saturday, February 15, inside the Mississippi Coliseum at the State Fairgrounds. The first Dixie National High School Rodeo will take place on Sunday, February 16, at 2:00 p.m.

Rodeo Entertainment:

- 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.

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Photo attached.



The 56th Annual Sale of Champions was one for the record books. Layton Varner of Rankin County 4-H is one of participants. Forty-nine animals were sold for a record total of \$591,287, breaking the previous record by over \$100,000. Forty-one scholarships totaling \$85,000 were also awarded. The Sale of Junior Champions is one of the premier events of the Dixie National Livestock Show and Rodeo. During the sale, 4-H and FFA youth exhibitors named Champions and Reserve Champions in the Junior Round-Up, auction off their prizewinning livestock.

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 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.

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.