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# CUSTER COUNTRY

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E-Newsletter December 2010

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Sample the wonders of Custer Country. Plan your dream vacation. Please visit our website at [www.CusterCountry.com](http://www.CusterCountry.com)



CUSTER COUNTRY BOOTH  
LAS VEGAS NFR COWBOY CHRISTMAS

1



Check out the TypeRider website! We hope you make TypeRider your go-to site for planning the perfect trip to Montana and Wyoming. This website is about real people – couples, families, and friends – who've had unique experiences on the roads and in the cities, on the water and in the saddle as they spent 2-5 days in this amazing area of the country. Bookmark this website, watch for what's new, and let us hear from you. Please visit our website at [www.thetyperider.com](http://www.thetyperider.com)

From the moment I stepped off the plane into the Las Vegas Airport, I knew that there was something special happening in town. The rows of cowboy hats that ran up and down the seats on the plane flight down met with thousands more in the airport terminal as ranchers, farmers, champions and stars all converged to witness rodeo's crowning event, the National Finals Rodeo in Las Vegas. In conjunction with this world class event, a tradeshow called Cowboy Christmas takes place each year in the Las Vegas Convention Center. This year, we at Custer Country decided that we wanted to take advantage of this event with its 400 Western vendors and the 100,000 people who attend annually.

The NFR in Las Vegas is not an event I will soon forget. One would think that these ranchers and farmers with their small town values would seem out of place in Sin City. During this event, however, these folks bend the city itself to match their value system. The riff raff one would normally imagine seeing on the streets of Vegas at night are swallowed up by men in Wranglers and boots holding doors for ladies and buying rounds of domestic brews for their wives, friends, bar tenders, and just about anyone else who looks thirsty.



Andy Watson  
Chase Hawks Cowboy Gatherin' and Rodeo,  
MetraPark in Billings

## WHAT'S REALLY HOT IN CUSTER COUNTRY

# 2

### **Dec. 17-18** *Chase Hawks Cowboy Gatherin' and Rodeo, MetraPark in Billings*

Follow the cowboys and the stock from the NFR in Las Vegas to the Chase Hawks Rough Stock Rodeo in Billings—Saturday night at 7:30pm! Come on Friday for the live Calcutta Auction, World Champion Cowboys, and dancing and dancing to a live band. Doors open at 4:30, dinner at 6:30, Calcutta at 7:30pm, and dancing starts at 9:00pm.

### **Jan. 23-31** *32nd Annual Southeastern Montana Juried Exhibit*

The 32nd Annual Southeastern Montana Juried Exhibit features some of the best works being produced by professional and amateur artists throughout Montana and adjoining states. Works include paintings, drawings, photographs, sculptures and more.

## Contact Information

The casinos, usually trying their best to look glitzy and refined, have "gone country" with cowboy boot-clad servers, mechanical bulls, and country music blaring from every stage. During the rodeo, the TV monitors installed throughout the gambling floors allow those not lucky enough to get tickets an opportunity to cheer on their favorite riders.

At the Cowboy Christmas show, Custer Country is drawing a lot of attention. There are only a few other tourism promoters at the show, and after all the excitement of the rodeos, people are looking for a way to get out and see the real west. Many of the communities in Custer Country have given us their brochures and we are giving them out to people eager to experience small town rodeos, powwows and western history. We are also giving out posters and rack cards encouraging people to visit our website designed specifically for this event at [www.custercountry.com/cowboy](http://www.custercountry.com/cowboy). Once they visit the site they will have an opportunity to sign up to win a VIP pass to whatever Custer Country events will be happening when they are in the area. Hopefully the website will convince anyone who visits that there is enough to see and do in Custer Country that it is well worth a trip.

We are only one week into the two-week show and already I feel it has been a great success. As the National Finals Rodeo draws to a close this week, Custer Country will be here to share all Southeast Montana has to offer cowboys and cowgirls from across the USA and the world.

- Nick Mann, Marketing/Public Relations Manager,  
Southeast Montana's Custer Country



Custer Country Booth Cowboy Christmas

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***From All Of Us At Custer Country  
We Wish You A Merry Christmas and  
A Wonderful New Year !***



*Mechanical Bull NFR Cowboy Christmas*