



PACIFIC COAST CUTTING HORSE ASSOCIATION



**FOR IMMEDIATE RELEASE
(PHOTO INCLUDED)**

Media Contact: Sheri Forrest-Matthews (916) 549-8555 sheri@sheriforrest.com

Website: www.pccha.com

PCCHA

P.O. Box 108

13296 East Highway 88

Lockeford, CA 95237

(209) 727-5779

July 9, 2010

WORLD CLASS CUTTING HORSE COMPETITION Adds To Fall Festivities in Paso Robles!

This October brings one of the top western equine events on the west coast to Paso Robles. Cutting horse competitors from near and far will gather for the Pacific Coast Cutting Horse Association's (PCCHA) single largest annual event. The 2010 PCCHA Golden Hills Auto Center Futurity will draw over 600 horse and rider teams from nearly a dozen states and Canada, who will compete for more than \$1m in cash and prizes during the show's 11-day run October 19 – 31st at the Paso Robles Event Center.

Last year's Open Futurity Champion Tim Smith, who rode Flo Like A Cat to the 2009 victory, commented on this exciting event, which returns for the third consecutive year to the area. "Paso Robles is an ideal place for this show to make its home," he said. "The city has welcomed all of the cutters with open arms these past few years; and the Event Center has all the components to put on a world class event. It also gives the local residents an opportunity to see some of the top horse and riders in cutting today compete for the second largest purse in the industry." Smith, a professional trainer from Temecula, CA has ridden to well over \$4.7m in winnings during his career. He is also the winning-est Open rider in the history of this west coast event, which made its debut back in 1979.

This year's PCCHA Futurity includes preliminary competition beginning on October 19th that builds over the week to the grand finale – the championship finals on October 30th and 31st. And Halloween won't be overlooked! Spectators are invited to come check out the wacky costumes sported by many exhibitors and horses, on Halloween day.

With a western trade show daily, in addition to the exciting cutting horse competition, the PCCHA Futurity is a great outing for the entire family. Admission and parking are free. Competition gets underway at 8am most days at the Paso Robles Event Center at 2198 Riverside Blvd. For more information and the show schedule, visit www.pccha.com.



2009 PCCHA OPEN FUTURITY CHAMPIONS –
FLO LIKE A CAT and TIM SMITH
Photo Credit: Midge Ames Photography