



News Release

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FOR MORE INFORMATION

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Airboat Rides To Help Raise Funds for Cattlemen's Ball

Unique Experience Puts Participants Right on the Platte River

KEARNEY, NE—Imagine seeing the scenic Platte River from a powerful airboat—and then sipping champagne on a private river island retreat. That's just one of the unique experiences available during the 2010 Cattlemen's Ball to be held June 4th and 5th in Kearney, Nebraska.

Trail Boss ticket holders will have the opportunity to purchase a "champagne" airboat tour of the Platte River on Friday, June 4th. The tour includes a trip to a private island retreat where they will be treated to champagne and hors d'oeuvres. The total experience will take about one hour. Each airboat will be limited to four passengers. Groups or individuals may register. Tours will be available between 1:30 and 4:30 p.m. on Friday. Cost per person is \$199. Pre-registration is required for the Friday night tours. A registration form for the Friday night airboat tours is available online at www.cattlemensball.com. Complete the form and mail it with payment to the address noted on the form. Friday night tours are limited to those who have purchased Trail Boss level tickets, which are also available online. Additional information is available by calling Norris Marshall at 308.237.9620.

Top Hand ticket holders will have the opportunity to ride the airboats on Saturday, June 5th beginning at 12:30 p.m. Boats will run until 4:30 that afternoon. Cost for a 20-minute Saturday

airboat tour is \$39.99 per person. No pre-registration is required for the Saturday tours. All proceeds from both airboat events go toward the \$1 million goal for this year's Cattlemen's Ball.

Airboats are modern, state of the art models operated by experienced boaters. Hearing protection is provided.

This year's Cattlemen's Ball is hosted by Norris and Lori Marshall at their acreage four miles southwest of Kearney. Robin and Eugene Marshall are honorary hosts.

Topping the bill for this year's Ball is a performance by country music superstar Randy Travis, who will perform on Saturday night. This year's event also includes a progressive trolley tour of Kearney area attractions, a golf tournament, a style show, craft and arts fair, barbecue tasting, microbrew beer tasting, casino, Pony Express delivery, hay rack rides, a wild west show, a post-concert dance, and much more.

Top Hand tickets provide admission at noon on Saturday and include the Randy Travis concert, prime rib dinner, dance after the concert, free parking and a full afternoon of activities. Trail Boss tickets include admission to additional events on Friday evening and Saturday morning.

The Cattlemen's Ball is hosted by a different Nebraska ranch or feedlot every year. Its mission is to raise money for cancer research at the UNMC Eppley Cancer Center, while showcasing rural Nebraska and promoting beef as part of a healthy diet. Since its inception, the Cattlemen's Ball has raised more than \$3.7 million. In addition to providing funds to the Eppley Cancer Center, a portion of the funds is also targeted for local healthcare organizations.

Event details and tickets are available online at www.cattlemensball.com. Tickets are also available by visiting Platte Valley State Bank in Kearney or calling **308.234.2424**.