



## News Release

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FOR MORE INFORMATION

Michelle Stover 308.440.6666

### **Area Car Dealers Team Up for Truck Raffle for Cattlemen's Ball** *Lucky Winner Gets Choice of Vehicle Brand*

KEARNEY, NE—In the spirit of helping the 2010 Cattlemen's Ball reach its goal of raising \$1 million to Give Cancer the Boot, five competitive area car dealerships have joined to give away a pickup as part of a \$100-per-ticket raffle drawing to benefit the Cattlemen's Ball, which will be held in Kearney June 4th and 5th.

Pony Express Chevrolet of Gothenburg, Platte Valley Auto of Lexington, Big John's Ford in Minden, and Midway Chrysler/Dodge/Jeep and Midway Chevrolet/Buick/Cadillac, both of Kearney, are offering the raffle winner the choice of a Chevrolet, Dodge or Ford pickup—or other vehicle of similar value. Raffle tickets are \$100 each—and you do not have to be present to win.

Tickets are available by contacting raffle chair Michelle Stover at 308.440.6666 or at [mstover@frontiernet.net](mailto:mstover@frontiernet.net). Information, rules and details can be found at [www.cattlemensball.com](http://www.cattlemensball.com).

"This is a great show of cooperation and support by dealerships that compete in our marketplace," Stover said. "In fact, the Cattlemen's Ball has never before given the raffle winner the opportunity to choose the brand of vehicle he or she wants. This is truly a unique

approach to this annual event and we truly thank the dealerships for their creativity and participation.”

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 legend Randy Travis, who will perform on Saturday night. This year’s event also includes a progressive trolley tour of Kearney area attractions, airboat tours of the Platte River, 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](http://www.cattlemensball.com)**. Tickets are also available by visiting Platte Valley State Bank in Kearney or calling **308.234.2424**.

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*NOTE: Winning ticket holder must notify the Raffle Ticket Committee no later than June 15, 2010. Contact Michelle Stover at 308.440.6666. There is no cash buyout. Winner is responsible for taxes and licensing, plus arranging delivery of vehicle. A U.S. Government 1099 form will be provided. Cattlemen’s Ball of Nebraska, Inc. State ID#35-007793405. Complete rules and details available at [www.cattlemensball.com](http://www.cattlemensball.com).*