



News Release

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Country Music Superstar Randy Travis to Perform at 2010 Cattlemen's Ball

Major Fundraising Event to Fight Cancer Scheduled for June 4& 5 in Kearney

KEARNEY, NE—One of country music's brightest stars will be the featured performer at the 2010 Cattlemen's Ball to be held this year in Kearney. Award-winning artist Randy Travis has been confirmed for the event, which will be held June 4-5, 2010, at the Norris and Lori Marshall acreage south of Kearney.

Randy Travis is one of country music's most acclaimed stars. His record sales exceed 25 million and he has had 22 number one hits and six number one albums. He has earned six Grammy awards, seven Dove awards, six Country Music Association awards, ten American Music Awards, nine Academy of Country Music awards and a star on the Hollywood Walk of Fame. In addition to his music, Travis is also an accomplished actor having appeared in several television shows and films.

The Randy Travis performance on Saturday night, June 5th is just one highlight of the 2010 Cattlemen's Ball. Other activities will include a prime rib dinner, dance, craft fair, fashion show, wine tasting, silent auction and a dance following the Randy Travis concert. A \$65 Top Hand ticket provides admission to the event beginning at 1:00 p.m. on Saturday and includes the

dinner, dance and Randy Travis concert. Trail Boss tickets, which can be purchased for \$300, include a Friday night reception, champagne brunch on Saturday morning and several other benefits in addition to the other scheduled Saturday events.

Tickets can be purchased online at www.cattlemensball.com—and event officials suggest that tickets make a great holiday gift for every member of the family. “You don’t have to be a farmer or rancher to attend this event—and you can wear jeans, shorts or whatever makes you comfortable,” Marshall said. “This is one of Nebraska’s biggest celebrations—and everyone is invited next June.”

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.

For information on the 2010 Cattlemen’s Ball or for ticket information, visit www.cattlemensball.com.