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Media Release - For Immediate Release

2012 Texas 4-H Roundup

LUBBOCK, Texas (February 7, 2012) – For the first time, the 2012 Texas 4-H Roundup will be held in Lubbock on the Texas Tech University campus June 11-15. This event is the pinnacle event for all of Texas 4-H and draws more than 4,000 youth and adults each year. The purpose of the 4-H Roundup is to supplement the county 4-H program and project works by hosting competitive events, skills building activities, trade show and networking opportunities. Aaron Watson will also perform for attendees the evening of June 14.

Since its inception 65 years ago, the Texas 4-H Roundup has always held its annual event in College Station, until this year. Each year, contests are held at the county, Texas AgriLife Extension district, and state levels. The Roundup consists of approximately 50 individual competitive events, the majority of which require each individual or team to qualify at the county and district levels. However, the Texas 4-H Roundup will also offer 13 invitational style contests that will allow intermediate and senior 4-H'ers to participate without having to qualify.

The 4-H Roundup is designed to strengthen youth participants by shaping their leadership and competition skills, team building, networking opportunities with youth and adults, career building opportunities, and citizenship development. In addition to skills development, approximately \$2 million in scholarship money will be awarded to 4-H members on Monday, June 11.

This year's 4-H Roundup will be in partnership with Texas Tech University, Texas A&M University, South Plains College, Angelo State University, West Texas A&M University, Texas 4-H, Texas 4-H Foundation, and Texas AgriLife Extension. Those interested in learning more about these partners will have the opportunity to visit with representatives from each organization at the Roundup Kickoff Event on Tuesday, June 12.

The Texas 4-H Friends & Alumni Association in conjunction with Texas 4-H Roundup will be hosting the 3rd Annual 4-H Trade Show during the event. The Trade Show is expecting to host over 75 vendors including colleges/universities, livestock associations, merchandise

vendors, fundraising idea companies, awards/trophy businesses, apparel companies and more. The Trade Show will be an opportunity for youth and adults to visit with various organizations from across the state and will provide 4-H members the chance to discuss higher learning opportunities and future career options all in one location. Additionally, a Scavenger Hunt will be held during the Trade Show giving away door prizes throughout the day and Grand Prizes to the top county/club that participates.

Other events will include a 4K for 4-H Walk and Run to promote healthy lifestyles, a 4-H Has Talent competition, and evening assemblies to recognize contest winners and promote camaraderie among 4-H members.

Day passes will be available for a small fee and can be purchased at the door of the United Spirit Arena each day of the event. Parents and youth of 4-H members can register early online if they wish. For more information please contact Amy Dromgoole, Graduate Assistant to the Texas 4-H and Youth Development at 979.845.6533 or ALDromgoole@ag.tamu.edu.

Visit Lubbock is Lubbock's official Convention & Visitors Bureau, charged with increasing the activity of leisure, sports, meeting and convention travel to Lubbock. Since 2001, Visit Lubbock and Lubbock Sports have booked more than 2,181 conventions and events, resulting in 2.15 million visitors, 689,000 room nights, and \$212.3 million in direct economic impact to the Lubbock area. For more information on the Texas You've Always Dreamed Of or to receive a free Visitor Guide, please call 800-692-4035 or log on to VisitLubbock.org. For the latest events, check out our Facebook page at [Facebook.com](https://www.facebook.com/VisitLubbock) and search for Visit Lubbock.

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