



**STATE OF MISSISSIPPI  
DEPARTMENT OF AGRICULTURE AND COMMERCE**

CINDY HYDE-SMITH  
COMMISSIONER

## **PRESS RELEASE**

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### **FOR IMMEDIATE RELEASE:**

**January 28, 2014**

**What:** Dixie National Rodeo Parade  
**Where:** Downtown Jackson - Begins at the corner of Jefferson & High Streets near the Fairgrounds  
**When:** Saturday, February 8, at 10:30 a.m.

### **Dixie National Parade Set for February 8 and New Dixie National Mobile App Launched**

**Jackson, Miss.** - It's Dixie National Livestock Show and Rodeo Time! From January 30 through February 18, the Mississippi Fairgrounds will play host to the biggest and best rodeo and livestock show in the south, bringing thousands of people to the capital city of Jackson for adventure, amazing competition, and standout entertainment.

The always fun and exciting Dixie National Rodeo Parade that accompanies this event every year will get under way on Saturday, February 8, at 10:30 a.m. This year's theme - Boots, Chaps, and Cowboy Hats - is sure to entertain spectators of all ages. The parade procession includes an array of beauty queens, marching groups, floats, car clubs, motorcycles, horses, wagons, riding groups, and so much more. The Express Clydesdales will be part of the parade weather permitting. Special parade guests will include 20 patients, along with their siblings, from the Blair E. Batson Hospital for Children that will be riding on the Mississippi Agriculture and Forestry Museum's "Cowboy for a Day" themed float and wearing cowboy hats and bandanas donated by First South Farm Credit.

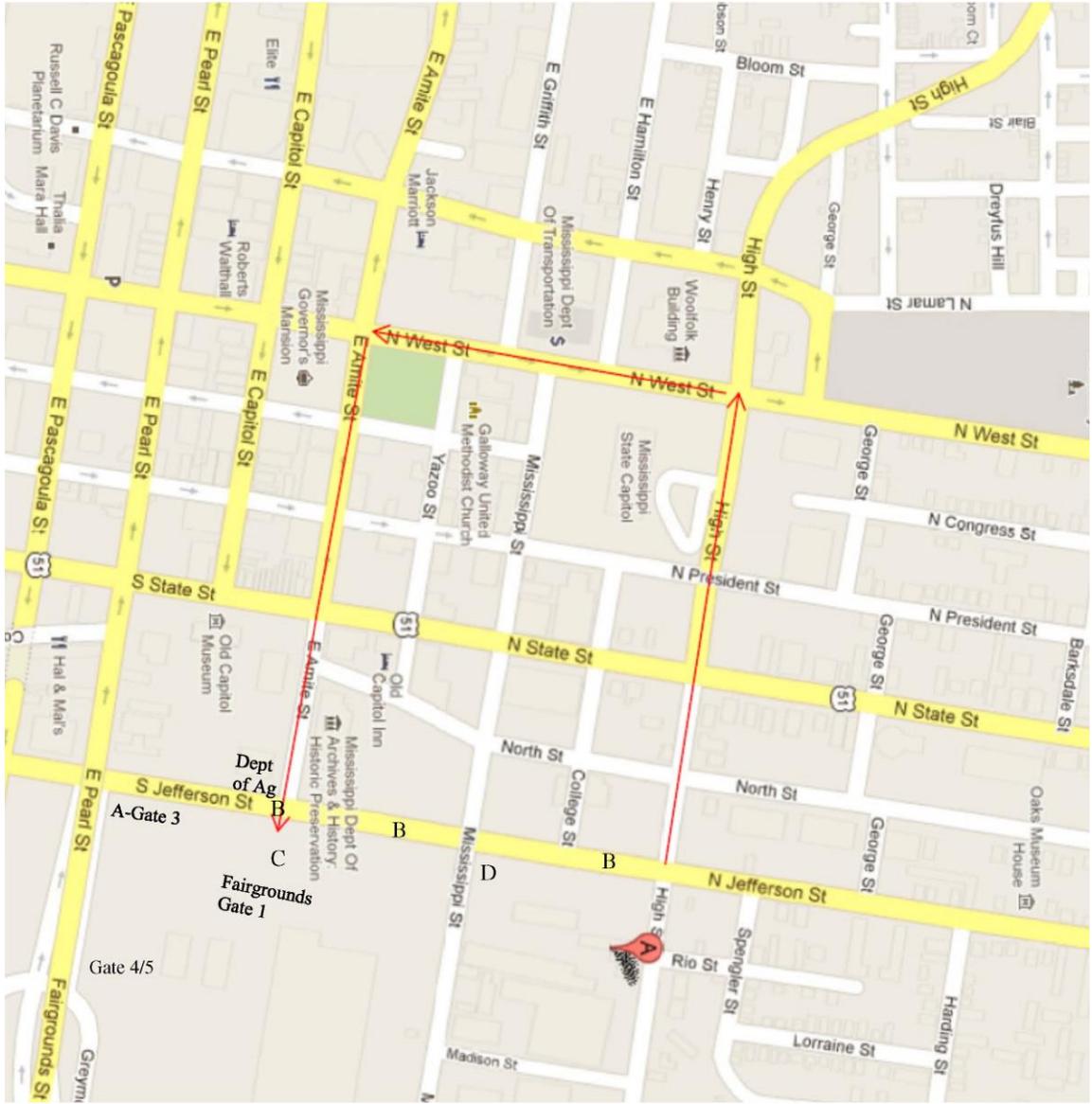
Beginning at the corner of High and Jefferson Streets, the procession makes a left onto High Street, proceeds left onto West Street circling the Capitol with another left onto Amite Street, and travels back to the Fairgrounds. Following the parade, Commissioner of Agriculture and Commerce Cindy Hyde-Smith will present awards to the winning groups at the Mississippi Farmers Market at 12:30 p.m. The Dixie National Parade is free to the public.

New this year is the Dixie National Livestock and Rodeo mobile app. App users can easily get updated rodeo and livestock event information, purchase rodeo concert tickets, view results of the rodeo events, have their own mobile Premium Books, view a map of the parade route, and even get alerts about the weather. The app also features a parked car finder, so everyone can easily find their car when leaving the Fairgrounds. The app also allows users to submit and share photos through social media.

The Dixie National Livestock Show and Rodeo app was developed by bfac.com in Madison County. The app is available free for download from the Apple Store and Android Store directly to your smart phones, iPads, and tablets.

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**Parade route map is attached.**



**Dixie National Parade**

- A-ASSEMBLY AREA FOR HORSES – GATE 3
- B-ASSEMBLY AREA FOR NON MOUNTED GROUPS – JEFFERSON STREET
- C-CHECK IN AND DISBAND ON THE FAIRGROUNDS – GATE 1
- D-WAGON TRAINS LINE UP – MISSISSIPPI STREET
- PARKING – GATE 3
- LIVESTOCK – GATE 4/5; GATE 14 (UNTIL BLOCKED BY JPD)



**MS FARMERS MARKET – AWARDS PRESENTATION**