



PRESS RELEASE - SEDONA MAIN STREET PROGRAM

For Immediate Release 7/15/16 Event details

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July 22-23 National Day of the Cowboy Celebration in Sedona

Join us to celebrate the National Day of the Cowboy July 22-23, 2016, part of our local cultural heritage. Come to the FREE event on Friday and Saturday, from High Noon to 8:00 pm. Co-presented by The Red Rock Posse and Sedona Main Street Program all along North SR 89A, at the Shops at Hyatt Pinon Pointe and on SR 179 at Red Stone Center near the “Y” roundabout in Uptown Sedona you’ll find “a whole lot of cowboy goin’ s on”!

Event activities will continue all throughout both days, July 22nd and 23rd. These include live cowboy entertainment and performances, country music, arts and trades demonstrations, activities for li'l cowpokes, promotions, sales and even games to play throughout the area.

July 23rd is the officially proclaimed National Day of the Cowboy, always the fourth Saturday in July. In honor of the day, a special Cowboy Arena is being set up at Canyon Breeze Plaza. Cowboy and western dramas and comedies, gunfights, dance routines and single action shooting demonstrations are taking place here on Friday from 4 to 8 pm and on Saturday from High Noon to 7 pm. Details about many of the highlight follow.

The Red Rock Posse is a "wild bunch" of gun-slinging cowboys ... and a few cowgirls...riding out of Sedona. All their many skits are originals offering a bit of history enacted with a sense of humor. And no story would be complete without shoot-outs offering lots of gunfire. All their work on this event is complementary. They not only spend time writing and rehearsing for this big celebration but also help with all the planning and coordinating of other performers and activities. Make sure to show your appreciation.

Single Action Shooters, the Kirkham's of Sedona, will be demonstrating their skills at Canyon Breeze Plaza as well. Cody, alias “Cody James” has twelve top 3 National and World Championship places including this year's 2016 Overall National Winter Range Champion and 2016 World Top 16 Shoot Off Men's Champion. Jessica alias “SASS Kicker” has won the Top Overall World and National Lady's Championship in 2014, 2015, and 2016. On Friday at 7 pm, “Cody James” will be joined by his father, Greg Kirkham, who got the interest started and has fanned both the cowboy and community spirit ever since. On Saturday, at 1 pm they will once again host action packed shooting, and then a special cowboy shooting competition for all buckaroos and buckarettes (using Nerf guns!) starting at 1:45 for 6-8 years old and then for 9-13 year olds. At their 7 pm demonstration on Saturday, they may be joined by “SASS Kicker” Jessica, if she is back in time for a special appearance!

Lee Anderson a living historian, author and superb horseman, will appear with his horse and faithful partner, Concho. On Friday, he'll be riding throughout town on Concho from noon to 4 pm and then performing at Canyon Breeze Plaza from 4 – 6 pm. Lee Anderson, is a student - shall we say master - of the old *Vaquero* “Bridle Horse” methods. He jokingly admits, “I am probably the only Swedish vaquero you’ll ever meet.” In the hands of a true bridle horseman, a well-trained bridle horse is pure poetry in motion. For example, it has been recorded that the old *Vaqueros* were big sportsman and loved to show off at festive occasions.

Sedona Scarletts, a pom squad, will perform a western dance routine at Canyon Breeze Plaza. They will delight you with their youthful enthusiasm a few times between 6 and 7 pm on Friday and between 5 and 6 pm on Saturday. The Sedona Scarlett's Pom Squad formed in the fall of 2015 as a junior cheer group for youth football and chose to continue their dance passion. The Scarletts are made up of 3rd, 4th, and 5th graders. They are continually learning new routines and generously perform at Sedona's community and sporting events. The Scarletts are coached by Lisa Cox and Shara Coughlin.

Nearby, there will be a fabulous raffle with ticket sales from 4 to 8 pm on Friday and 12 to 6 pm on Saturday, to benefit Sedona Main Street Program in an effort to continue its work which makes this and other free community events possible throughout the year. The grand prize is a 5 night stay at Hyatt Pinon Pointe and there are many other valuable prizes, all from generous business donors in Sedona Main Street District. The winner will be drawn on Saturday at 6 pm, and need not be present to win.

Sedona Arts Center will have an exhibit featuring the paintings and bronze sculpture of Joe Beeler, renowned founder of Cowboy Artists of America, on both Friday and Saturday. The Center is also hosting western artist demonstrations all day on Saturday. In the late morning from 11 am – 1 pm: Nori Thorne – Leather Tooling – In addition to being an award-winning Pastel artist, Nori is extremely accomplished in the art of leather tooling. She does custom designs in belts, pistol holders and other uses for leather. Nori will demonstrate the various techniques and designs that she uses to turn leather into a work of art. Harvey Stearn – Photography, Book Signing - Harvey has been a dedicated outdoor photographer for over 60 years, starting with his own darkroom prints and moving exclusively to digital capture and printmaking in 2001. His images have won many awards and have been exhibited in galleries, museums, offices and public buildings. He enjoys sharing his art with others, and has taught digital photography for ten years including special classes for Native American children. Harvey is recently the author of a book titled “In Search of the Old West” featuring his many photographs of horses, landscapes, old buildings and people. Mary Lois Brown – Outside - After moving to the Grand Canyon in 1981, Mary Lois found little time for painting; working as a mule guide for 3 years saw to that and was her inspiration. She still had time to explore and absorb the beauty of the canyon from river to rim. This awesome experience can be seen in her work. In the afternoon from 1:30 – 4 pm: Margo Mitchell – Oil - Margo's personal style of painting is greatly influenced by the art she admires in museums and galleries in Europe and America. In particular, The Hague School of Art, which often focuses on barnyard animals, encouraged her to pursue those subjects that always appealed to her the most. When painting animals, her goal is to portray them frozen for a moment, as if they will suddenly return to grazing or swish their tails. The results are regularly exhibited in national juried shows. Sue Horine – Jewelry - Sue has been creating her bead embroidered art jewelry since 2005. Primarily self-taught, her beaded jewelry is becoming easily recognizable as her style has developed from her love of nature and the scenic stone cabochons she incorporates in her work. Julie Talbot – Watercolor - People viewing her work are surprised by the vibrant color and the precise details well as the look of her finished paintings, many of which are done on watercolor paper gallery wrapped on stretcher bars, and coated with an archival varnish requiring no mat or glass. Transparent watercolor continues to fascinate Talbot as she peruses a variety of favorite subjects.

At Sinagua Plaza, Whiskers Barkery is hosting Abstract energy/aura drawings of pets and their people by Marita Gail from 10-5 on Friday and Saturday. There is no fee for the drawing but donations are welcomed and a portion of the proceeds will benefit local animal rescues. In that same plaza, Touchstone Gallery will have a free Arizona Natural History Event and fabulous fossil displays.

Ropers Paul & Karyl Pitts have come down from Kingman, AZ to show how it's done, if need be. All ages can try their hand at roping, with or without his instruction. Give it a whirl with Ropers Paul & Karyl at the Mid-Block Crosswalk Plaza from High Noon to 6 pm on Friday and Saturday.

At Uptown Mall, The Movie Museum is hosting Facepainting and temporary tattoos on both Saturday and Sunday from noon to 6 pm.

At 89Agave Plaza on Friday and Saturday from 4 to 8 pm you'll find free Western Stickers & Tattoos. They're sure to delight the li'l cowpokes in your midst. And at the 89Agave Cantina there is a Photo-op Cutout that makes for colorful memories.

Past the History Walk and down the road a piece at Ramsey's Rocks & Minerals 150 SR 179, Bad Bob and Sweet Su will offer free balloons, a free 'Mine of Gold' for kids under 12, western-themed products for sale and a sidewalk sale on Friday and Saturday.

The Shops at Hyatt Pinon Pointe are celebrating the National Day of the Cowboy in a big way. Adonai Christian Fine Art Gallery is hosting a Singing Cowboy from noon – 3 on Friday and Saturday and providing photo opportunities with Dick & Golden Coin, a Tennessee Walker Horse. Then on Saturday, the Shops will have live music in the courtyards all day plus Barbecue Tastings and Whiskey, Wine & Beer Tastings from 1 – 4 pm. Starbucks at Hyatt Pinon Pointe will offer Face painting and Glitter Tattoos for children. Also, be sure to look for sidewalk sales throughout the shops and raffle tickets on sale for great prizes. Top it all off with a great concert on Saturday night at Sound Bites Grill. TJ Broscoff and his band from Austin Texas will be performing inside Sound Bites Grill at 7:00 pm. Tickets are \$15. The music performed is "Alternative Country Texas Roots Honest Un-insulting Music". TJ has spent hours and hours perfecting his playing and developing a style that would include everything from alternative to country influences. There are many guitar players that are good and there are many that are functional, but there are very few that can iron out a style of their very own. TJ has done just that. An evening of Dinner and Dancing. Make sure to reserve your tickets at 928-282-2713.

Cheers Plaza, on the corner of SR 89A & Forest Road is hosting activities Friday and Saturday. The Squirt Gun Quick Draw fun begins at 2:30 pm on Friday and Saturday. Plus you can challenge friends and family in a game of Cowpoke Bean Bag Toss and Ring Toss. Here you'll also find Corn Husk Doll Making from 12 – 3 on Saturday, thanks to Ann Pearson, a Sedona Heritage Museum volunteer.

Down the street, Cowboy Corral is hosting Buck Helton on Friday and Saturday from 12 – 6 pm. He is the resident cowboy singer and western music historian from Old Tucson studios.

At Oak Creek Marketplace, Tom Weathers will perform on Saturday from 12 – 4 pm. He is a cowboy poet and balladeer. Tom comes from the far end of the food chain as far as his place in the ranching world. He grew up in his dad's meat market with an apron and his own set of knives from the age of 7. Trips to small outfits around eastern Washington State made it vividly aware that beef wasn't a product of cellophane wrapping. Dreams of the "Horseback Side" of the mountain were fueled when he made the acquaintance of works by poets such as S. Omar Barker and Bruce Kiskadden. With the fire kindled, his recitations of the classics are poignant, and he's become a student of some of the most beloved cowboy poets of our times. He's also well-versed in cowboy song and his performances depict the deep respect he has for the lifestyle and the writings of those who live it. To Tom, there is no greater reward than to share classic cowboy poetry or songs with someone who is living or has lived the life and receive the simple acknowledgment of a nod and smile for a job well done. And at The Naja inside Oak Creek Marketplace all throughout the day on Friday and Saturday, a local Southwest author, Robert Bernhagen, will have his 3 books for sale and will be happy to personally sign them.

At Cedec Plaza, on the corner of SR 89A and Jordan Road, Harpy Trails will perform on Saturday from 3 – 6 pm. Ken and Lyn Mikell highlight a wide range of traditional music, with particular attention to the Celtic roots of cowboy music. From old time trail songs to the golden era of the radio and silver screen cowboy, Ken’s rich vocals and Lyn’s beautiful harp put a new twist on old time favorites. The music of the Old World found a new home at the hearths and campfires of the Old West. Ken and Lyn are proud to be a part of that continuing tradition.

Buffalo Soldiers of Arizona, “Troop I, 10th Cavalry” and “Troop F, 9th Cavalry” will be on hand from the morning until dusk on Saturday. In full uniform, each takes on the persona of a soldier who fought in the Indian Wars from 1866-1891. They will share the story of their part in the history of the west, with antiques and horse soldier paraphernalia on display.

Nearby, Sedona Fudge Company will give away fudge samples and you can enter a free daily drawing Friday and Saturday for a pound of fudge. Just outside their door they’ll be hosting Cowboy Dave. He is a real working cowboy and an entertainer, musician (acoustic guitar), poet, storyteller, jokester, etc.

Meet the Arizona Rangers – Verde Valley Company and visit for some Rangers history and photo opportunities. They’ll be roving “Main Street” throughout the day on Friday and Saturday, with a booth set up sharing information on the AZ Rangers and a raffle to support the “Shop with a Cop” program for children.

Olde Time Whittlers (a.k.a. Verde Valley Woodcarvers) will demonstrate their talent on Friday and Saturday from 12 – 6 pm. These talented woodcarvers are part of a group that has grown from the passion of one man 18 years ago, founder Norm Knight, to a group of 400 people in the Verde Valley area. They start with blanks or boards or almost any material, including soap, and carve wonders.

Challenge your compadres to a friendly round of Cowpoke Bean Bag Toss or Ring Toss. They’ll be set up along or amid the plazas on “Main Street”.

Free "Wanted Poster" Flash Portraits by Artist Carol Hofford will be created in front of Red Rock Western Jeep Tours near Sacajawea Plaza at one of the tables with an umbrella. She’ll be drawing from 4 until dusk on Saturday, so be sure to get your portrait. Stop by to see Wildlife meets the Wild West at Out of Africa Wildlife Park Office, visit a live Bearded Dragon and get your Out of Africa tour package and tickets.

At Matterhorn Shoppes, hosted by Aligning Light Center, you’ll find local musicians play during the day. They’ll offer 15 minute readings for \$15 from 1 - 5 pm 33% off Sedona Spirit and Journey Tours booked during Friday and Saturday. There you will also find discounted cowboy hats for children at Sedona Kid Company from 1 – 5 pm on Saturday.

Pop into the many Cowboy & Cowgirl Photo Cutout stands set up all along “Main Street”. Get everyone in on the photo opportunity anytime Friday to Sunday.

You can count on even more variety of live cowboy, country & western music throughout the event, in other plazas and patios. The following lists those performers in alphabetical order:

Desert Hot Tub Club, a band that performs old folk and Appalachian music, includes a female lead singer, an upright bass, percussion and acoustic guitar.

Hank Erwin performs old style country music with an update. Deep vocals recalls stories from the road and personal moments occurring while between two places. He originally hails from Kentucky and most recently moved from Austin into the Verde Valley.

Kenneth Cole, a western singer from Peoria, Arizona, will perform on Saturday from noon to 8 pm. He is known for performing Sons of Pioneers and Hank Williams tunes as well as Honky Tonk blues and Christian music.

There will also be two performances during the event by Cowboy Poet, Rocky Sullivan. A local cowboy, Rocky captivates audiences with both his character and his poetic stories. The times and locations of his performances will be included in the Event Program available at the event, and on-line by Thursday at www.sedonamainstreet.com.

Several of the stores, restaurants and cafes on both sides of the main street (North SR 89A & North SR 179) will be hosting special promotions and sales on Friday and Saturday. So make sure to get an Event Program (on our website www.sedonamainstreet.com and on-site while supplies last) and check them all out.

This event is presented by Sedona Main Street Program, The Red Rock Posse and the City of Sedona. It is made possible by the generous financial and service support of our community-minded businesses, organizations and our media partners, with the volunteer efforts of local folks. Huge thanks go to our Event Presenting Sponsor Red Rock Western Jeep Tours and A Day In the West; John Wayne Sponsors - Canyon Breeze Restaurant and Canyon Breeze Plaza & Patio; Roy Rogers Sponsors - Clear Creek Trading Company and Sedona Fudge Company; and Tom Mix Sponsors - Best Western Arroyo Roble Hotel & Creekside Villas, Out of Africa Wildlife Tours Office, Sedona Olde Time Photos. We are also grateful to our Trusty Steeds (contributors of goods and services, in alpha order): Alliance Heating & Cooling, DiBattista Construction, Olsen's Grain, ProBuild, Savvy Genius Productions, Verve Events & Tents, and Whispering Creek Bed & Breakfast. Thanks also to Sedona Police Department, Sedona Volunteer Park Rangers, Arizona Rangers – Verde Valley Company, the property owners who have graciously allowed use of their sites, those performers who are donating their time and talent, and many volunteers.

An Event Program and Parking Map are expected to be available online at www.sedonamainstreet.com by Thursday July 21.