

The Bill Pickett Invitational Rodeo Is Back Bigger & Badder: Toyota BPIR "Greatest Show on Dirt" Traveling Museum

Bill Pickett Invitational Rodeo (BPIR) and Toyota Announce After 2-year Hiatus BPIR Returns with the Unveiling of the Toyota BPIR Traveling Museum!

CITY OF INDUSTRY, CALIFORNIA,
UNITED STATES, July 13, 2022
/EINPresswire.com/ -- FRIDAY, JULY 15,
2022

oUnveiling of the Toyota BPIR
Traveling Museum

oFREE to attend

o12noon – 6pm

oEdward Vincent Jr Park

o700 Warren Ln, Inglewood, CA
90302

oMUST RSVP (1st Come 1st Receives)

o<https://bit.ly/BPIRmuseumtourFREE>

SATURDAY, JULY 16, 2022

oToyota Bill Pickett Invitational Rodeo
- Presented by Ariat and Crown Royal
o7pm

oIndustry Hills Expo Center
o16200 Temple Ave., City of Industry,
CA 91744

SUNDAY, JULY 17, 2022

oToyota Bill Pickett Invitational Rodeo
- Presented by Ariat and Crown Royal
o8:30pm

oIndustry Hills Expo Center



Bill Pickett Invitational Rodeo Los Angeles,
KimiRhochelle, KRPR Media



Bill Pickett Invitational Rodeo Los Angeles,
KimiRhochelle, KRPR Media

o 6200 Temple Ave., City of Industry, CA 91744

TICKETS <https://bit.ly/BPIRticketsLA>

o Children: \$25/adv | \$30/ at the door

o Adults: \$35/adv | \$40/ at the door

o Arena Seats: \$50/adv at the door | Limited Seats
(Arena Seats not recommended for young children)

MEDIA FEATURES/CREDENTIAL

o KimiRhochelle / KRPR Media, llc

info@kimirhochelle.com /

<https://linktr.ee/kimirhochelle>

Bill Pickett Invitational Rodeo (BPIR) and Toyota have announced the Toyota BPIR "Greatest Show on Dirt" Traveling Museum. The Traveling Museum has toured the country alongside the BPIR 22 Tour; telling the stories of Black Cowboys and Cowgirls who have traveled the U.S. with the world's leading All Black Touring Rodeo.



The poster is for the Toyota BPIR Traveling Museum event. At the top left is the Toyota logo. To its right, text reads: "We Are Celebrating 38 Years of the Greatest Show On Dirt Get Your Western Attire Ready and Join City Councilmen George Dotson and Alex Padilla". Below this is a photo of two men, George Dotson and Alex Padilla. To the left of the photo is a circular logo for the "20th Anniversary" of the "BILL PICKETT RODEO". Below the photo, the date "Friday, July 15, 2022" is prominently displayed, followed by the location "EDWARD VINCENT PARK 700 WARREN LN, INGLEWOOD, CA 90302" and the time "12noon to 6pm". The text "For the Unveiling of the Toyota Bill Pickett Invitational Rodeo TRAVELING MUSEUM" is centered, with "FREE EVENT FOR THE ENTIRE FAMILY" in a red banner below it. Further down, it lists "Games and Activities" including "Free Food while it last • Food Trucks", "Line Dancing / Entertainment", and "Rodeo Ticket Giveaways and more". It also says "Don't Miss the Fun - Come Join Us" and provides a contact number: "Info call: Keokia Childress at 310.590.8439". The bottom of the poster features a large image of a rodeo scene with riders on horseback. To the right of this image is a small inset photo of the museum's interior. The bottom text of the poster reads: "Bill Pickett Invitational Rodeo Los Angeles, July 16-17, BPIR, KimiRhochelle, KRPR Media".

From the 2022 Texas Connection Series, (which is being held at the Historic Stockyard Coliseum in Fort Worth, Texas and includes 4 rodeos concluding in August) the Legacy Tour, stops will include Oakland, Ca; which happened this past weekend with 2 sold-out performances on July 9-10; Atlanta, Ga. (August 6-7) AND THIS WEEK IT'S LOS ANGELES, Calif. (July 16-17); finishing up in the Washington, DC/Upper Marlboro area (September 24) for the 2022 Bill Pickett Invitational Rodeo Finals.

“

When Toyota decided they wanted to share and tell the stories through a traveling museum, I was overwhelmed and filled with great excitement!”

*Valeria Howard Cunningham,
President, BPIR “*

LOS ANGELES TOUR:

Friday, July 15, 2020 - the communities are invited to join City Councilmen George Dotson and Alex Padilla for the Unveiling of the Toyota BPIR Traveling Museum. The unveiling is from 12noon – 6pm at Edward Vincent Jr Park. 700 Warren Ln, Inglewood, CA 90302. Guests will enjoy

games, free food for the kids, giveaways, dancing, food trucks will be on site and more. Those who seek to attend ARE ENCOURAGED TO REGISTER by this link

<https://bit.ly/BPIRmuseumtourFREE>

Sat/Sun – July 16th @7:00pm / July 17th @3:30pm

The Bill Pickett Invitational Rodeo –
Museum Opens at 12 noon
Food & Activities begin at 1pm
Official Welcome and Program – 2pm
Games and activities 1 to 6pm

The Museum – housed within a 48-foot trailer wrapped with a striking landscape of Black rodeo cowboys – will feature:

- Chronological “walk through time” highlights of the 38 years of Bill Pickett Invitational Rodeo.
- BPIR memorabilia including original items from its founder, cowboys, and cowgirls including championship saddles and buckles, rings, watches, jackets, and promotional items (BPIR tickets, programs, instamatic camera, hot sauce, popcorn, ale, T Shirts and many other items).
- Historical information, retro photos, and video features on Bill Pickett along with other Black Pioneers in the West (e.g., Nat Love, Stagecoach Mary, Bass Reeves).
- The many faces of BPIR over the years including Black cowboys/cowgirls, entertainers, staff, clowns, and celebrities.

The Bill Pickett rodeo began in 1984, when entertainment impresario Lu Vason had a vision to entertain and educate audiences and to create and preserve the historic contributions of African American cowboys and cowgirls. He named the rodeo after legendary Black cowboy, Bill Pickett, and dubbed it “The Greatest Show on Dirt.” At that time, Vason, who passed in 2015, had no idea that the rodeo would still be in existence, celebrating its 38th anniversary this year.

Under the direction of Vason’s wife, Valeria Howard-Cunningham, the BPIR has blossomed into an event that educates, inspires, and unites, bringing family joy to sell-out crowds in communities across America. The BPIR experience teaches kids and adults about the important contributions of Black Americans in the development of the West.

The BPIR marked a recent milestone in partnering with PBR (Professional Bull Riders), pairing the rodeo with an elite series bull riding that was carried on network television on June 19, 2021 – Juneteenth – becoming the first Black rodeo ever to be broadcast on network TV.

“The Bill Pickett Invitational Rodeo has created so many wonderful memories over the past 38 years, and when Toyota decided they wanted to share and tell the stories through a traveling museum, I was overwhelmed and filled with great excitement,” said Valeria Howard Cunningham, President, BPIR. “I am so excited to have the opportunity to share memories from the Black Pioneers in the West, who Bill Pickett was, the vision of Lu Vason for BPIR, and the

many faces of BPIR."

"Toyota celebrates the Bill Pickett Invitational Rodeo for its contributions to highlighting the history of African Americans in the West and ensuring the true diversity of American Western culture. The BPIR exposes, introduces and makes the African-American cowboy culture visible for all Americans, which we are happy to embrace," said Alva Adams-Mason, Executive Group Manager - Multicultural Business Alliance and Strategy, Toyota.

ABOUT THE TOURING MUSEUM: The Toyota BPIR "Greatest Show on Dirt" Traveling Museum experience was created in partnership with Toyota and ALXMOBILE, a partnership between multimedia content and experience producer American Legacy Network Corp, the holding company for its operating units which include Streaming, Mobile Experiential & TV/Film Production, and MRA Mobile Experiential, a leader in experiential roadshow marketing creating custom mobile tours and designing vehicle solutions to fit its client's needs.

"Through the continued efforts of authors and historians like myself and Art T. Burton and now curators like those responsible for this traveling museum, the history of Black cowboys and cowgirls will no longer remain nameless, faceless, or without color," said Keith Ryan Cartwright, author of Black Cowboys of Rodeo: Unsung Heroes from Harlem to Hollywood and the American West. "There is a palpable excitement surrounding the opportunity to revisit the Bill Pickett Invitational Rodeo's legacy of nearly four decades as the most significant nationally touring Black rodeo."

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