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# BLOCK ONE PERFORMERS

## CATHERINE LOYER & STRAWBERRY ROAN

Catherine's earliest memory in music goes back to standing in the doorway of the kitchen pantry, singing her heart out to an imaginary crowd when she was just four years old.



Soon after it was violin lessons, choir, piano, guitar, contests and concerts. She was hooked from the get go and never stopped moving forward in music.

Catherine has a high energy show and plays rockin' and heartfelt songs. Country with rock, pop, blues. Catherine has a rich career in music, known for her electric presence and a voice that has both power and control.

Catherine has put together a dynamic band of high caliber players. Together they bring an exciting show with a tight groove, and powerful vocals. By adding her own personal slant, she and each of her players create a distinctive sound that is all Strawberry Roan. With a busy show schedule, Catherine and Strawberry Roan plays on, creating fans and memories wherever they go.

## MOUNTAIN SADDLE BAND



Stephen Harrington founded Mountain Saddle Band in 2001. In its 23 year history it has traveled the western United States, sharing their love of Cowboy music and preserving the western heritage of days gone by. They use their musicianship and tight vocals to sing about blue prairies at night and blue shadows on the trail. They sing to the cattle on cattle drive as they shuffle merrily along. They tell you about red sunsets, creaking saddles and the trail dust endured by Cowboys. They sing of a horse that could not be ridden and the cowboy who rode this old bronc. They tell about the land that we live in and the scenes of the of daily cowboy life. They sing of an Arizona Ranger with a big gun on his hip and of the 26 Men in the new territory who devoted their time and money defending what they believed.

The band is comprised of Stephen Harrington (lead vocals & guitar), Dave Flood (mandolin and harmony vocals) and John Pumphrey (Bass and harmony vocals). Their performance is sure to excite the crowd and bring back memories of simpler times in the American West.



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# KAYAK PUBLIC TRANSIT

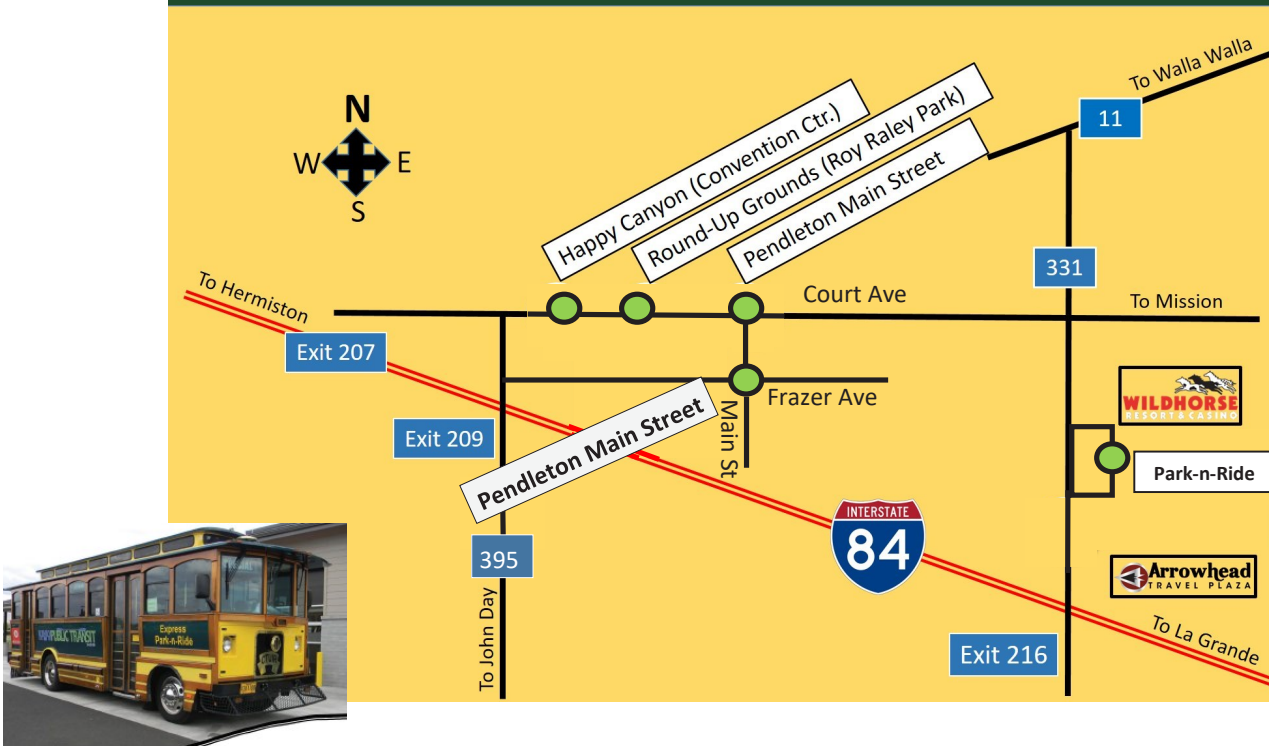
## Free Shuttle Service to Pendleton September 11-14, 2024

Park-n-Ride - Between Arrowhead & Wildhorse Casino

Begins 10am Wed-Thu-Fri-Sat, at the Park-n-Ride.

Last Trip to Pendleton at 9:00pm.

Westward Ho Parade departure Friday at 8:30am  
from Park-n-Ride.



Every hour on the hour at Park-n-Ride

- Court & Main St 20 min past the hour.
- Court & Roy Raley Park 25 min past the hour.
- Convention Center 30 min past the hour.
- Frazer & Main St 40 min past the hour.

### Park-n-Ride Location

#### Arriving by I-84

Take Exit 216 and proceed north on Hwy 331 about 1 mile, to the Wildhorse Resort & Casino parking lot and watch for the signs on the right.

#### Arriving by Highway 11

At Hwy 331 intersection, proceed south for about 3 miles to the Wild-



Kayak Public Transit

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(541) 429-7519 4:00 am - 9:00 pm



# BLOCK TWO PERFORMERS

## GORDY & DEBBIE

Gordy and Debbie are accomplished professional singers who delighted audiences in Branson, Missouri, for over a decade. Their signature show, "A Tribute to George Strait," ran for 12 successful years, showcasing their exceptional talent and charismatic stage presence.



After the onset of the Covid-19 pandemic, Gordy and Debbie relocated to Arizona, where new avenues in the music industry awaited them. Their passion for music and genuine connection with audiences have remained the core of their professional journey. Whether performing classic hits or engaging in lively banter, Gordy and Debbie's love for entertaining and creating memorable experiences shines through in every performance.

## BRIAN HANSON BAND



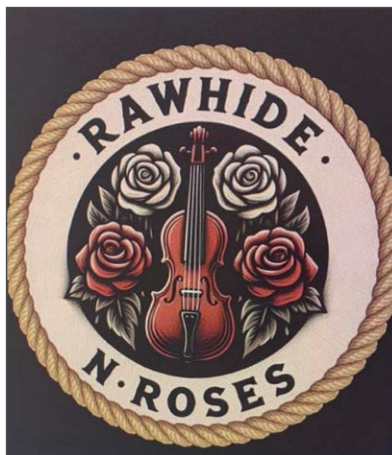
The Brian Hanson Band is renowned for Brian Hanson's masterful fiddle playing, bringing an electrifying and dynamic country music experience to their performances. Much like the legendary Charlie Daniels Band, they captivate audiences with their energetic and heartfelt renditions. Drawing inspiration from the pillars of country music, the band covers timeless classics from the 70s to today, featuring hits from icons like George Strait, Garth Brooks, Alan Jackson, Travis Tritt, Tim McGraw, Merle Haggard, Tracy Byrd, Waylon Jennings, and many more.

Whether delivering foot-stomping anthems or soulful ballads, The Brian Hanson Band connects with fans of all ages, honoring the rich heritage of country music while adding their own unique flair. Their live shows are a celebration of the genre, filled with memorable melodies, intricate fiddle solos, and a genuine love for the music that resonates with every note.

## RAWHIDE & ROSES

### TUESDAY ONLY

Rawhide & Roses out of Pendleton is a group that sings, yodels and plays traditional and contemporary cowboy music from the experience of living the ranch and rodeo life. Comprised mostly of the Severe family - the Pendleton Round-Up is in their blood!



## BRASS FIRE BAND



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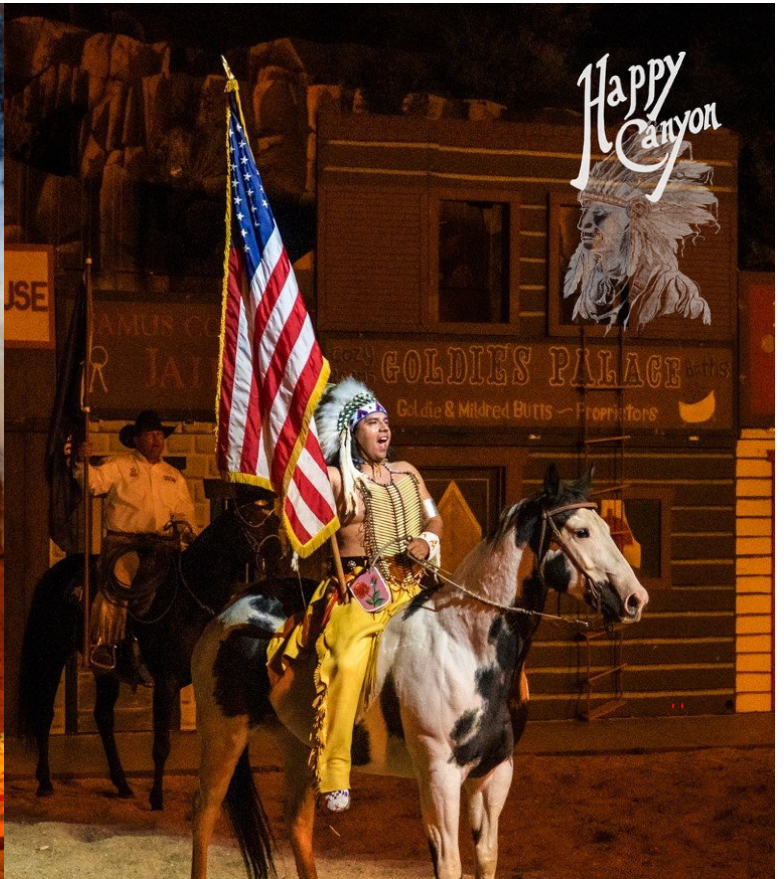


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# BLOCK THREE PERFORMERS

## THE TALBOTT BROTHERS

The Talbott Brothers were born and raised in Imperial, Nebraska, a rural midwest town of two thousand people. Siblings Nick and Ty started writing songs at a young age after discovering their dad's old guitar and vinyl collection. Their song 'We Got Love' (2017) brought them national attention as they toured across the US in an old van they found on Craigslist. Their albums 'Ghost Talker' (2019) and 'Letters' (2022) garnered attention from 'Rolling Stone' and 'Billboard' calling it "cinematic" with "captivating blood harmonies." With over 3 million combined streams on Spotify, The Talbott Brothers blend their influences of rock, folk, pop and blues to create an infectious sound that is uniquely their own.



## MARSH FAMILY BAND

The newest sensation based out of the great Pacific Northwest! This group of talented musicians will capture an audience's heart and bring smiles to their faces. Featuring two talented kids; Julian, age 16 on piano, Coral, age 15, on violin, father, Terry Marsh on drums and mother, Tracie Marsh, upright bass and voice. This band plays a timeless collection of Americana including a variety of jazz, motown, bluegrass, country, electronica, classical, pop and original music. With this eclectic mix of songs, you are sure to be captivated from beginning to end.



Welcome to the great Pendleton Round-Up. While in town, please feel free to visit the Pendleton Pioneer Chapel Folsom-Bishop's Veterans Memorial, located at 131 SE Byers Avenue in Pendleton.

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# BLOCK FOUR PERFORMERS

## ELI MOSLEY

Listen once to his music or see one of Eli Mosley's shows, you'll understand that he is a performer to watch. Ever since he saw Tracy Byrd on stage at six years old, he knew he would be a country music artist. To prepare, he learned to play the guitar, graduated from Southeastern University with a degree in music business and spent 6 years in the US Marine Corps. He has released three Nashville recorded and produced albums at Ocean Way Studio, Studio West and Sound Emporium and is about to release his fourth album. Radio stations are playing his music throughout the nation. Performing with five other musicians in his band (electric guitar, bass guitar, drums, steel guitar and acoustic guitars), he has toured extensively since 2014 and has opened for Tracy Byrd, Tracy Lawrence, Joe Nichols, Tyler Farr and many more. Eli is beginning to turn heads with his song writing abilities as established Nashville song writers collaborate with him. His shows rock, are fun and bring something for everyone. His latest release, "Doin' Alright" debuted at #77 on the Music Row Country Breakout Radio Chart.



## MARK SEYMOUR & FRIENDS

Mark Seymour and Friends is a collection of all-star professional musicians highlighted by their fine vocal harmonies. A delightfully upbeat show with irresistible dancing rhythms and soulful guitars, covering a fabulous variety of Folk-Rock, Country & Blues. While comfortable in cruise control, the music easily accelerates into the fast lane to dance the night away!



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Come visit historic downtown Pendleton for the Main Street Show every 2nd full week of September, hosted by the Main Street Cowboys. This is the "Greatest FREE Show In The West" featuring over 15 different food vendors, over 20 different craft & commercial vendors plus Live Music and a variety of family friendly activities including face painting and a carnival.

Come explore the Main Street Show!

*Interested in being a part of the Main Street Cowboys or the 2025 Main Street Show? Contact us on Facebook!*

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# MAIN STREET SCHEDULE

	<b>TUES.</b>	<b>WEDNESDAY - SATURDAY</b>			
	BLOCK 2	BLOCK 1	BLOCK 2	BLOCK 3	BLOCK 4
2:30 PM					
3:00 PM	<b>CRAFT, FOOD &amp; COMMERCIAL VENDORS</b> Open 3 pm - Closing Tuesday Noon - Midnight Wednesday through Saturday				
3:30 PM		MOUNTAIN SADDLE BAND		MARSH FAMILY BAND	
4:00 PM		CATHERINE LOYER & STRAWBERRY ROAN	GORDY & DEBBIE	THE TALBOTT BROTHERS	MARK SEYMOUR & FRIENDS
4:30 PM		MOUNTAIN SADDLE BAND	BRIAN HANSON BAND	MARSH FAMILY BAND	ELI MOSELY
5:00 PM		CATHERINE LOYER & STRAWBERRY ROAN	GORDY & DEBBIE	THE TALBOTT BROTHERS	MARK SEYMOUR & FRIENDS
5:30 PM		MOUNTAIN SADDLE BAND	BRIAN HANSON BAND	MARSH FAMILY BAND	ELI MOSELY
6:00 PM	BRASS FIRE	CATHERINE LOYER & STRAWBERRY ROAN	GORDY & DEBBIE	THE TALBOTT BROTHERS	MARK SEYMOUR & FRIENDS
6:30 PM		MOUNTAIN SADDLE BAND	BRIAN HANSON BAND	MARSH FAMILY BAND	ELI MOSELY
7:00 PM	RAWHIDE & ROSES	CATHERINE LOYER & STRAWBERRY ROAN	GORDY & DEBBIE	THE TALBOTT BROTHERS	MARK SEYMOUR & FRIENDS
7:30 PM		MOUNTAIN SADDLE BAND	BRIAN HANSON BAND	MARSH FAMILY BAND	ELI MOSELY
8:00 PM	BRASS FIRE	CATHERINE LOYER & STRAWBERRY ROAN	GORDY & DEBBIE	THE TALBOTT BROTHERS	MARK SEYMOUR & FRIENDS
8:30 PM		MOUNTAIN SADDLE BAND	BRIAN HANSON BAND	MARSH FAMILY BAND	ELI MOSELY
9:00 PM	RAWHIDE & ROSES	CATHERINE LOYER & STRAWBERRY ROAN	GORDY & DEBBIE	THE TALBOTT BROTHERS	MARK SEYMOUR & FRIENDS
9:30 PM		MOUNTAIN SADDLE BAND	BRIAN HANSON BAND	MARSH FAMILY BAND	ELI MOSELY
10:00 PM	BRASS FIRE	CATHERINE LOYER & STRAWBERRY ROAN	GORDY & DEBBIE	THE TALBOTT BROTHERS	MARK SEYMOUR & FRIENDS
10:30 PM		MOUNTAIN SADDLE BAND	BRIAN HANSON BAND	MARSH FAMILY BAND	ELI MOSELY
11:00 PM					
11:30 PM					
MIDNIGHT					



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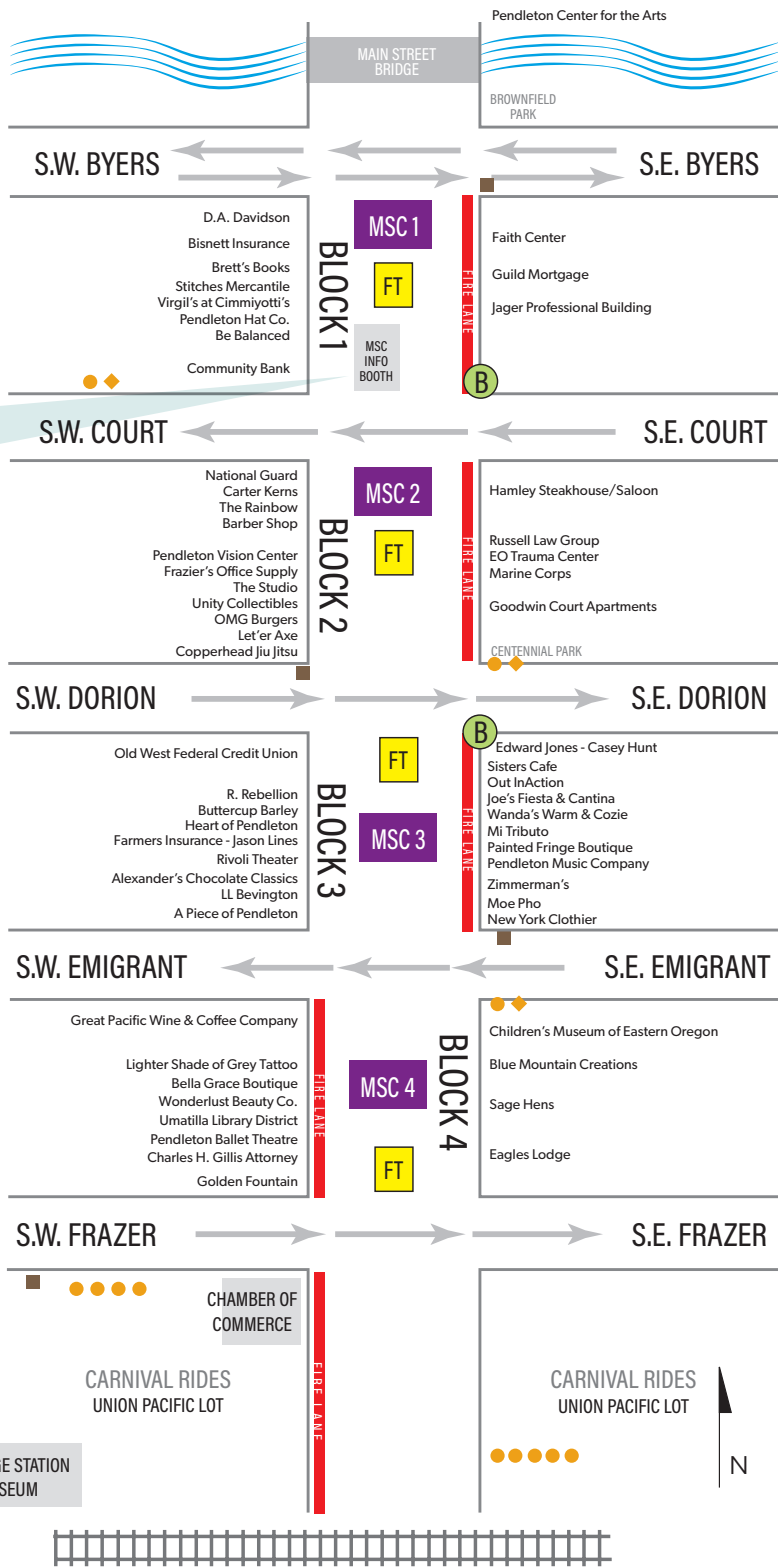
PORT-A-POTTIES (Handicap Accessible)

TRASH CONTAINERS

FOOD TENTS

BUS STOPS

MAIN STREET COWBOYS STAGES



MAIN STREET MAP

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Average Needs

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# VFW POST 922 COWBOY BREAKFAST

**WEDNESDAY - SATURDAY • 6:00 AM - 10:00 AM  
STILLMAN PARK**

Come on down to the Cowboy Breakfast at Stillman Park! All you can eat of Ham, Eggs, their famous Pancakes, and hot Coffee. Served up by the local VFW Post 922's friendly guys and gals, there's plenty of good times to go around! Take in this famous Round-Up adventure **Wednesday through Saturday, September 11-14, 6:00 a.m. 'til 10:00 a.m.** It's just two blocks off of the parade route, too! They even throw in free musical entertainment for your dining pleasure! Meet them at Stillman Park on S.E. 4th & Byers for a good start to a long day! Put on by an honored, designated All-American Post!



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## DRESS UP PARADE

The MSCers would like to thank all of the people who help us put on our annual Dress-Up Parade -- Judges at the reviewing stand, communication personnel, and merchants who kindly help with the volunteer awards. Besides more than 100 entries, these peoples participation help to make the parade a wonderful and exciting way to kick off Round-Up!

*Thank You!*



Come visit the Main Street Cowboys booth at Court & Main for new merchandise including decanters, glassware, t-shirts, and Bet'er Luck items.



# Main Street SideSaddlers

**Come join the SideSaddlers for the unofficial start of the Pendleton Round-Up, the annual Twilight Breakfast next year on September 4th, 2025!**

Interested in having fun, riding in parades, creating crafts, and helping in the community? Come join a group of amazing, awesome women and become a **Main Street SideSaddler**.

*Visit our facebook page for more information and for events.*

# MAIN STREET COWBOYS NEW BENCH SPONSORS

The Main Street Cowboys would like to extend a special Thank You to our now approaching 300 Bench Sponsors for this year. The colorful benches are not only distributed around the Pendleton area during Round-Up, but are provided for numerous community events throughout the year.

## NEW BENCH SPONSORS FOR 2024 ARE:

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**KENNETH HEGGE**

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# Artwork provided by Pendleton High School Art Club



Ash Tipton, 10th Grade



Mollie Waterworth, 11th Grade



Ella LaMere, 10th Grade



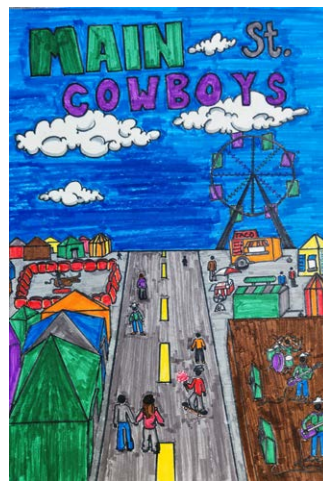
Maria Laura Garduno-Mendez, 10th Grade



Ryan McCoy, 10th Grade



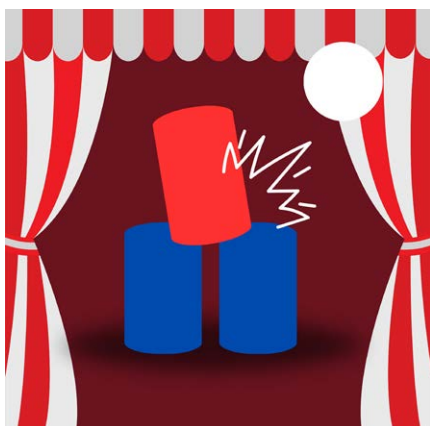
Jordan Young, 10th Grade



Leo Hammer, 11th Grade



Aurora Mulvihill, 9th Grade



Keegan Rowley, 10th Grade



Heriberto Jr. Pinto, 11th Grade



Lily Hardcastle, 9th Grade



# Main Street Cowboys FOLKS YOU SHOULD KNOW



## 2024 TENDERFOOT OF THE YEAR CAROLYN PEARSON

The "Tenderfoot of the Year" Award, Pendleton's second oldest community service award, is given each year to a community member for outstanding service to the Pendleton area.



## 2024 TOP HAND KENNETH HEGGE

The Top Hand Award is to honor a Main Street Cowboy that went above and beyond what is expected of them.

### RECIPIENTS OF THE TENDERFOOT OF THE YEAR AWARD

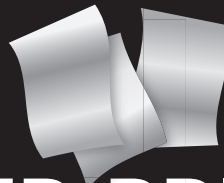
1963 LES TINHOF  
 1964 TOM SIMONTON  
 1965 JUDGE HENRY KAYE  
 1966 LONDON "MAC" MACMURDO  
 1967 JACK COMFORT  
 1968 BERYL GRILLEY  
 1969 JERRY HAINES  
 1970 BOB HALE  
 1971 KURT HYACIN  
 1972 DAVE HORNE  
 1973 TOM CAMPBELL  
 1974 DOUGLAS J. HARRIS

1975 NO AWARD  
 1976 BOB WEBB  
 1977 RONDI O'GARA  
 1978 MARK LEACH  
 1979 JOHN AMORT  
 1980 PERRY DABOLING  
 1981 RON CAMPBELL  
 1982 ART MARSH  
 1983 CECIL J. FISHER  
 1984 BOB SAWALISH  
 1985 ANNA LEE KENNEDY  
 1986 CHARLES BURNS  
 1987 JOE DALEY

1988 TOMMIE RUTH TEMPLE  
 1989 RUDY RADA  
 1990 JOHN BARNETT  
 1991 KIRT SKINNER  
 1992 JOE MCLAUGHLIN  
 1993 EVA WAHL  
 1994 BOB RAMIG  
 1995 AMY BEDFORD  
 1996 MIKE KILBY  
 1997 RICHARD A. KOCH, M.D.  
 1998 JACK SWECK  
 1999 HUGH WHITBREAD  
 2000 ED TABER

2001 JOHN MCBEE  
 2002 DON PETERSON  
 2003 GARY TAGUE  
 2004 ROSEMARY SCHUENING  
 2005 HARRY SCHUENING  
 2006 TOM WEEKS  
 2007 TOM TANGNEY  
 2008 MARY KOCH  
 2009 GARY WARD  
 2010 DEB KISPAUGH  
 2011 DEBBIE MCBEE  
 2012 SAM BYRNES

2013 MAXINE TANGNEY  
 2014 PAT MCCLINTOCK  
 2015 DAVID KING  
 2016 THOMPSON RV  
 2017 RON MARTIN  
 2018 CLEO ZYPH  
 2019 JIM ROBINSON  
 2020 -NO AWARD-  
 2021 FRED BRADBURY  
 2022 MARGARET OSBORNE  
 2023 BILL TAYLOR  
 2024 CAROYN PEARSON



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# MAIN STREET COWBOYS

*would like to thank...*

## MAIN STREET SHOW SPONSORS

**American Sprinklers  
Pepsi Cola of Pendleton**

## AND ALL OF THESE GENEROUS FOLKS...

- City of Pendleton
- Pendleton Police and Fire
- Oregon State Police
- Umatilla County Sheriff's Office
- Umatilla County Community Corrections
- Pendleton Chamber of Commerce
- Gerald Thomas and the US Chef Store
- Jim Cheney and Hill's Meat
- Main Street Sidesaddlers
- Splash of Color (*formerly DG Gifts*)
- Community Bank
- D&B Supply
- Abby's Pizza
- Master Printers NW
- Jason Hogge
- Pioneer Folsom-Bishop
- Davis Shows Northwest
- Eastern Oregon Correctional Institution
- Oregon Corrections Enterprise
- Pendleton Hat Company
- VFW Let'er Buck Post 922
- Zimmerman's True Value
- John Biekar
- Dave Gutterud
- APEX Enterprises
- Eastern Oregon Rentals & Sales

***and to everyone else who helped make the 2024  
Main Street Show possible... Thank You!***



## 2024 MAIN STREET COWBOYS

### BOARD OF DIRECTORS

President: **Ken Hegge**  
 1st Vice President: **Shawn Boatwright**  
 2nd Vice President: **Jonathan Farmer**  
 Secretary: **Michael Turner**  
 Treasurer: **Michael Swanson**  
 Office Manager: **Ken Hegge**  
 Benches: **Anthony Bowman**  
 Craft Vendors: **Johnny Blagg**  
**Scott Adams**  
 Fund Drive: **Johnny Blagg**  
 Food Vendors: **David Ryan**  
 Historian: **Larry Koehne**  
 In/Out of Town: **Mark Jaeger**

Marketing: **James Rinehart**  
 Membership: **Larry Koehne • Ken Hegge**  
**Shawn Boatwright**  
 Parade: **Pat Pointer**  
 Past President: **Shawn Boatwright**  
 Properties / Tents / Barn: **Dean Groshong**  
 Publicity / Newsletter / Image / Webmaster:  
**Jonathan Farmer • Troy Alderson**  
 Show/Carnival: **Shawn Boatwright • Ken Hegge**  
 Social: **Larry Koehne • Michael Turner**  
 Special Projects - Construction: **Alan Berck**  
 Special Projects - Electrical : **Scott McFarlane**  
**Asst. Greg DeMaster**

## MAIN STREET COWBOYS

### PAST PRESIDENTS

1950 Morris Temple, Founder	1965 Larry Wahl	1981 Larry Pearson	1997 Bill Zyph	2013 Johnny Blagg
1951 A.O. "Monk" Carden	1966 Larry Wahl	1982 Jack Sainsbury	1998 Paul Gadaire	2014 Mark Jaeger
1952 Ray V. Gilham	1967 Dick Courson	1983 Buford Kinnison	1999 Dean Groshong	2015 Mark Jaeger
1953 Ford Robertson	1968 Gordon Greenwood	1984 Ron Fagg	2000 Kirt Skinner	2016 John Roberts
1954 Ford Robertson	1969 Tom Sears	1985 Ed Morris	2001 Jay Rusher	2017 Bill Arrington
1955 Jack Webb	1970 Hank Thompson	1986 Mark Gronso	2002 Dean Groshong	2018 Charles Coonfield
1956 Clair White	1971 Lyle Morton	1987 Dick Wellman	2003 Pat Anderson	2019 Rod Theis
1957 Bill Foster	1972 Lyle Rogers	1988 Dan Bickford	2004 John Cook	2020 Johnny Blagg
1958 Frank Donaldson	1973 Tom Taylor	1989 Sam Pamburn	2005 John Large	2021 Johnny Blagg
1959 Dan Bell	1974 Andy Bellomo	1990 Bert Arndt	2006 John Large	2022 Johnny Blagg
1960 Ray Calvert	1975 J.T. "Ted" White	1991 Don Phillips	2007 Ben Remington	2023 Shawn Boatwright
1961 Jub Cochran	1976 Aaron Edwin Wells	1992 Don Harsch	2008 Michael Swanson	2024 Kenneth Hegge
1962 Gene Palmer	1977 John E. Sheffold	1993 Jerry Archer	2009 Alan Berck	
1963 George Grieve	1978 Earl Mathson	1994 Larry Koehne	2010 Paul Gadaire	
1964 Carl Williamson	1979 Bud Biggerstaff	1995 Dan Mills	2011 Johnny Blagg	
	1980 Art Steinman	1996 Rod Theis	2012 Johnny Blagg	

## CONTACT US

**P.O. BOX 1002 • PENDLETON, OR 97801 • PHONE: 541-278-9332**  
**EMAIL: [mainstreetcowboys@gmail.com](mailto:mainstreetcowboys@gmail.com) • WEB: [www.mainstreetcowboys.org](http://www.mainstreetcowboys.org)**

**BENCH SPONSORSHIP APPLICATION**

**MAIN STREET COWBOYS**

**PO BOX 1002**

**PENDLETON OR 97801**

**PHONE: (541)-278-9332**

E-mail [mainstreetcowboys@gmail.com](mailto:mainstreetcowboys@gmail.com) Website [www.mainstreetcowboys.org](http://www.mainstreetcowboys.org)

The Main Street Cowboy’s iconic green benches are funded by sponsorships yearly and used by local groups, organizations and individuals for a many different reasons. Some use them as advertising for their business while others use them as memorials to loved ones past and present. Regardless of the reason, the contributions are one of the many ways we, as an organization earn the funds needed yearly to be able to provide Pendleton and the surrounding communities with some of the various services we provide, plus enables us to put on; “The Greatest Free Show In The West”. Annually over 8000 benches are requested for use for various functions throughout Pendleton and surrounding communities. Each bench is carefully handcrafted and uniquely painted.

**Note: Please print in clear block letters. If symbols are used, please draw as clearly as possible how it should look.**

SPONSOR/APPLICANT NAME: \_\_\_\_\_

NAME on Bench: \_\_\_\_\_

**(Please print clearly as name will appear on bench exactly as it is written)**

POINT OF CONTACT if contributor is a business: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

**ANNUAL CONTRIBUTION: (Please make contributions in the form of check, cash, or money order)**

\$ 75.00-\$149.00      *This level of contribution ensures that your bench goes out at minimum of 14 to 21 days during the week of Round-Up.*

\$ 150.00-\$399.00      *This level of contribution ensures that your bench goes out throughout the year as needed to fulfill requests for benches. Currently this group goes out on average four or more times annually in addition to its presence of 14 to 21 days during Round-Up.*

\$ 400.00 and up      *Parade Sponsor- This level of contribution ensures that your bench goes out every time a request is made for the use of our benches. This amounts to approximately 200 days a year.*

All sponsorships \$75.00 and greater also gets the sponsor two tickets, Parade Sponsors receive four tickets to the Main Street Cowboys annual appreciation dinner held on the fourth Tuesday of April. Dinner includes a hearty meal of steak, baked potatoes, salad and dessert as well as beer, wine and soda. If a sponsor wishes additional tickets to the dinner there will be a \$10.00 charge for each one requested.

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**Bench Barn Business**

**Date Application received:** \_\_\_\_\_ **Bench Number assigned** \_\_\_\_\_

**Picture sent to:** \_\_\_\_\_ **By:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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# MAIN STREET COWBOYS

*Organizers of Pendleton's Main Street Show during Round-Up for 74 Years.*

In 1950, realizing a need for additional entertainment for the many visitors to the Round-Up, Morris Temple and other business and professional folks downtown, organized the first "Greatest Free Show in the West" under sponsorship of a new organization, the Main Street Cowboys. Though performers change from year to year, the Cowboys endeavor to selectively obtain the best talent and provide a variety of entertainment and enjoyment for an audience of all ages—all FREE for 74 years.

This year's show continues the effort to provide even more entertainment over the 5 days of Round-Up week. Concentrated in the five downtown blocks of Main Street, on four stages, will be bands, dance groups, solo performances by entertainers and clown acts. The entertainment will be complemented by 50 or more craft, commercial and food vendors. The 2024 show will provide more than 200 hours of paid entertainment FOR FREE! Davis Shows NW provides amusement rides at the Union Pacific parking lot adjacent to Main Street.

Though sponsorship of the Main Street Show was originally and continues to be the Main Streeters' focal point special event, the organization operates the year round promoting Pendleton. As a kick-off to Round-Up putting Pendleton folks in the mood for the season, the Main Streeters sponsor the Dress-Up Parade, the Saturday before Round-Up, which includes over 100 entries and winds through the streets, ending up at the Convention Center parking lot.

The trademark of the Main Streeters, the screechy calliope, burdened often with up to 30 or more Cowboys and wives, strikes off out of town to attend upwards of 20 parades and celebrations a year, whistling its repertoire of familiar happy tunes. Since several parades are 100 miles or more out of town, a 4 a.m. departure meets with considerable grimace from the membership. All this to promote Pendleton, the Round-Up, Happy Canyon and of course **"THE GREATEST FREE SHOW in the WEST,"** their own Main Street show.

In town, when invited to do so, Main Streeters will greet dignitaries with a special Pendleton style skit to welcome them and their organizations and to provide them with a lasting memory of Pendleton's hospitality. Flags and banners appearing throughout the city at Round-Up time are managed by the Main Street Cowboys and are assisted by funding from the Round-Up and Happy Canyon.

Canopy tents used for the Main Street Show are available during the year to organizations, businesses and individuals in the northeast Oregon area. There is a nominal charge to cover repairs, cleaning and replacement. The Main Street Cowboy benches and stages are also available for events.

The Main Street Cowboys are ever mindful that what they do is only possible through the financial support of many, many contributors, now numbering 300 individuals and organizations. Coordinating a myriad of details for a smooth and more eventful Round-Up demands a close-working relationship with both the Round-Up Board and Happy Canyon Board, and the Main Street Cowboys endeavor to enhance that relationship continuously. Main Street Cowboy membership runs at about 40 Cowboys — all volunteers. Main Street Cowboys are always open to new members. If interested, contact a member.

Each year the Main Street Cowboys organization honors a deserving citizen with its "Tenderfoot of the Year" award, Pendleton's second oldest community award, at the annual appreciation dinner. **This year's honoree is Carolyn Pearson** Other Main Street Cowboys activities include giving assistance to the Chamber of Commerce, playing Calliope music at nursing homes, providing benches and stages for various civic functions.

Today the men in the chartreuse and purple shirts, wearing western hats, are well-known throughout the west as the goodwill ambassadors of Pendleton. One of the most colorful chapters in Pendleton area history has been and is still being written by a most unique organization — **THE MAIN STREET COWBOYS.**

**Kenneth Hegge, President**

Welcome to Pendleton! Come on down to Main Street and take in  
**"THE GREATEST FREE SHOW in the WEST"**