



**TAMÁSTSLIKT**  
CULTURAL INSTITUTE

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An OPB Original Production

**OREGON**  
**EXPERIENCE:**  
**Pendleton Round-Up**  
**The Wild West Way**

NEWS RELEASE --FOR IMMEDIATE *RE-RELEASE* – August 31, 2010

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TAMÁSTSLIKT CULTURAL INSTITUTE

CONFEDERATED TRIBES OF THE UMATILLA INDIAN RESERVATION

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**(Mission, OR)** Oregon Public Broadcasting will premiere the new documentary *Oregon Experience: The Wild West Way* about the Pendleton Round-Up at Tamástslíkt Cultural Institute, Pendleton, Oregon, on September 7, 2010, with two free public screenings at 4:30pm and 6:30pm. Coproducers Nadine Jelsing and Eric Cain will be present as will be associate producer, Kami Horton. They will be available for question and answers at film's end. As an episode of the OPB series, Oregon Experience, the segment will be **60** minutes long (correction, not 30 minutes long). These screenings are free and open to the public. The premiere showing at Tamástslíkt will precede the OPB television broadcast which will air the show on September 9, 2010, 9pm.

The Pendleton Round-Up turns 100 this September. It's not the oldest rodeo in the country, and not even close to the biggest. But according to the cowboys who compete there, it's one of the best. And besides, the Round-Up is far more than just a rodeo.

The next OREGON EXPERIENCE goes behind the scenes to explore the Round-Up's rich history, including rodeo clowns and Indian pageants, and a succession of rodeo riders – African-American, Native-American and women – who defied the prejudices of the times to become crowd favorites.

"Pendleton Round-Up: The Wild West Way," airing on broadcast television Thursday, September 9 at 8pm on the stations of Oregon Public Broadcasting, is an action-packed hour filled with fierce community spirit, pageantry and tradition passed from generation to generation.

The Round-Up began in 1910. Portland and the Willamette Valley were growing fast. Pendleton didn't want to be left behind and was looking for a blockbuster event to attract people to the area. So a group of civic-minded businessmen led by a young attorney named Roy Raley came up with the idea for a frontier extravaganza, building on the

strengths of their Wild-West heritage. From the very beginning, it was nonstop entertainment choreographed with fierce bulls, bucking broncs and the best exhibition around.

An extraordinary number of local volunteers run the whole operation, making a year-round commitment to this week-long event. The Round-Up, in turn, has become inextricably intertwined with the Pendleton community and the Umatilla Reservation. The active Native-American presence has kept the Round-Up distinctive throughout these many years. The Indian village at the Round-Up is the largest encampment on the professional rodeo circuit.

Much of "The Wild West Way" is illustrated with amazing archival film from some of the earliest Round-Ups, plus action-packed still photography from the Oregon Historical Society, the Umatilla County Historical Society and several private collections.

OREGON EXPERIENCE filmed last year's Round-Up and spent another week in Pendleton earlier this summer interviewing the variety of folks that make the event happen.

See a story-filled interview with 100-year-old Alan "Monty" Carden, who was America's oldest living rodeo clown until his death just a few months ago. Watch the daredevil rides of legendary old-time cowgirls. Hear from Bob Chambers who announced the rodeo event for 23 years. Drop by the legendary Hotel de Cowpunch, the very informal bunkhouse atop the Severe Brothers Saddle Shop. Learn about the Round-Up queen and her court, and meet the woman who sews the traditional split-leather outfits worn by the court "royalty."

Tune in Thursday, September 9 at 8pm on OPB and watch online anytime after the broadcast at [opb.org/oregonexperience](http://opb.org/oregonexperience) or watch at [.opb.org](http://.opb.org).

#### **About OREGON EXPERIENCE**

OREGON EXPERIENCE is an exciting history series on OPB TV that brings to life fascinating stories that help us understand who we are and that reinforce our shared identity as Oregonians. The series, co-produced by the Oregon Historical Society and Oregon Public Broadcasting (OPB), takes advantage of the extensive film, video and stills from the archives of OHS and OPB, and draws upon the expertise of OHS researchers and historians. Each half-hour show features captivating characters -- both familiar and forgotten -- who have played key roles in building our state into the unique place we call home. Funding for OREGON EXPERIENCE is provided in part by James F. and Marion L. Miller Foundation and Oregon Cultural Trust.

#### **About OPB**

OPB is the largest cultural and education institution in the region, delivering excellence in public broadcasting to 1.5 million people each week through television, radio and the Internet. Widely recognized as a national leader in the public broadcasting arena, OPB is a major contributor to the program schedule that serves the entire country. OPB is one of the most-used and most-supported public broadcasting services in the country and is generously supported by 120,000 contributors.

### **About Tamástslíkt**

Tamástslíkt Cultural Institute is located at the furthest end of the Wildhorse Resort & Casino grounds, 10 minutes east of Pendleton. From Interstate 84 take exit 216 and follow the signs five minutes to Wildhorse Resort and the Institute. Coming from the north, take the Mission exit from Highway 11 just northeast of Pendleton and follow the signs for about ten minutes to the Wildhorse Resort and the Institute. From April through October, Tamástslíkt is open 7 days a week from 9 a.m. to 5 p.m. In addition to exhibits telling the story of the three Tribes' history and culture, there is also a Museum Store and the Kinship Café.