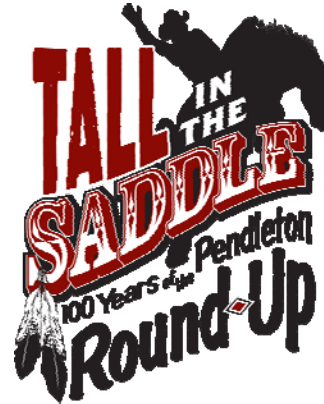




OREGON  
HISTORY MUSEUM  
AT THE OREGON HISTORICAL SOCIETY

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### For Immediate Release

## **“Tall In the Saddle: 100 Years of the Pendleton Round-Up” Exhibit to Open at Oregon History Museum**

*This exhibit tells the story of how a small town in Eastern Oregon came to host one of the largest and most well-known rodeos in the world.*

Portland, Ore. – February 18, 2010 – Opening March 5 and running through July 4, the Oregon History Museum will host the original exhibit, *Tall In The Saddle: 100 Years of the Pendleton Round-Up*, a uniquely collaborative exhibit that celebrates the storied history of this iconic Oregon experience.

Oregon History Museum visitors will enjoy the single largest Pendleton Round-Up exhibition ever assembled. The exhibit features exceptional historic photography, video clips, memorabilia, vintage posters and advertising, round-up clothing and gear, prizes and other ephemera to tell the story of how on of the top 10 rodeos in the world came to take place in the small town of Pendleton, Oregon.

“The Pendleton Round-Up is one of Oregon’s treasures,” Oregon Historical Society executive director George Vogt said. “This world class event broke down the barriers of

racism and sexism long before the government passed such laws. We're honored to host this exceptional exhibit and provide our patrons with a glimpse into this iconic Oregon event."

## **History**

The Pendleton Round-Up debuted on September 29, 1910 to a crowd of 7,000 spectators, the largest crowd ever assembled in the small town. The first Pendleton Round-Up was to be "a frontier exhibition of picturesque pastimes, Indian and military spectacles, cowboy racing and bronco busting for the championship of the Northwest." It turned out to be that and more.

Two decades later, patrons showed up from 36 states and eight foreign countries. Following two years in which the Round-Up was not held because of World War II, attendance climbed again, eventually reaching 50,000 or more for the four-day show. "Success bred success and Round-Up stayed in high gear," says the book "Let 'er Buck! A history of the Pendleton Round-Up."

Native American participation has also been a strong attraction in the Round-Up arena, at Happy Canyon, in the Indian Village and in the Westward Ho! Parade.

Long before women's lib, female participants competed head-to-head with men at the Round-Up, competing with the same grit and determination as their male counterparts. In 1914, Bertha Blancett, wife of cowboy Del Blancett, came within 12 points of winning the all-around title.

Tall in the Saddle will be running at the Oregon Historical Society from March 5 – July 4. Check [www.ohs.org](http://www.ohs.org) for more exhibit information as well as upcoming programming and events for Tall in the Saddle.

Museum hours are 10:00 a.m. to 5:00 p.m., Tuesday through Saturday; noon to 5:00 p.m. on Sunday.

### **About Oregon History Museum**

The Oregon History Museum's mission is preserving and interpreting Oregon's past in thoughtful, illuminating and provocative ways. The museum features the award-winning Oregon My Oregon permanent exhibit as well as a selection of original and traveling exhibits. For a complete list of current and upcoming exhibits and their dates, visitor information and more, visit [www.ohs.org](http://www.ohs.org)

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