

## Press Release

FOR REVIEW

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### **Golden-based Company, Innovative Intermedia, Helps the High Country Stampede Rodeo Mark their 25<sup>th</sup> Anniversary with a New and Improved Website and Online Store**

**Winter Park, Colorado – June 3, 2008** – The High Country Stampede Rodeo marks its 25<sup>th</sup> anniversary with a brand new website featuring educational and informational content, online ticket sales and a souvenir shop. Former Winter Park resident and website consultant, Lisa Craig, owner of Innovative Intermedia, says “the website has opened new channels to locals and rodeo fans with the added content and is generating revenue for the non-profit organization.”

Patrons now can purchase tickets online. Customers simply show their purchase receipt at the ticket window, it's that simple. Contestants can download their entry forms and waivers from the site, making it more convenient for the contestant and the organization.

The site offers a schedule, detailed descriptions of the events, key points for scoring and a glossary of terms for novice rodeo-goers. Results will be posted following each rodeo night. The photos on the site will have you dusting off your jeans and boots and shouting “Yeehaw,” as if you were part of the thrilling action. There is even a kids section for aspiring buckaroos.

The High Country Stampede is operated by the Winter Park Horseman's Association. The Association is actively recruiting sponsors for the 2008 rodeo season. Sponsors receive promotion at the events and on the new site and will be a valued contributor to the organization's success.

The website was contributed to the organization on behalf of Innovative Intermedia, a Golden-based digital media agency specializing in web development, e-marketing and lead generation. Craig says, “I love the rodeo and wanted to help spread the word and be a part of the rodeo's continued success.”

On behalf of The High Country Stampede Rodeo and the Winter Park Horseman's Association, we invite the community and rodeo fans to visit the site at [www.highcountrystampede.com](http://www.highcountrystampede.com).

For more information about Innovative Intermedia, its services and approach, contact Innovative Intermedia at 303-526-1184, or email [lisa.craig@innovativeintermedia.com](mailto:lisa.craig@innovativeintermedia.com), or visit [www.innovativeintermedia.com](http://www.innovativeintermedia.com).

For information related to the rodeo contact, [info@highcountrystampede.com](mailto:info@highcountrystampede.com) or call 970-406-1335 or 970-531-0021.