



BPIR PICKETT INVITATIONAL RODEO COLLABORATES w VISIT FORT WORTH DEBUTING “*BE THE UNEXPECTED*” FEATURING LEGENDARY ACTRESS PAM GRIER

Fort Worth, TX - February 15, 2024 - **Bill Pickett Invitational Rodeo (BPIR)**, in collaboration with **Visit Fort Worth**, proudly announces the debut of a new promo featuring esteemed actress Pam Grier. Titled "*Be the Unexpected*," the premier celebrates the legacy of Black cowboys and cowgirls, through the lens of Pam Grier's iconic presence.

The captivating video spotlights the historic significance **Bill Pickett Invitational Rodeo** had and has on black cowboy culture as well as **commemorates its 40th anniversary this year.**

Produced and directed by Fort Worth-based Adam & Elliott Moving Pictures, "*Be the Unexpected*" will premiere at the **Bill Pickett Invitational Rodeo** on Saturday, February 17, 2024, taking place at Cowtown Coliseum located at Fort Worth Stockyards, 121 E. Exchange Ave, Fort Worth, TX., 76164 during 2 shows 1:30pm and 7:30pm. Tickets are on sale at www.billpickettrodeo.com.

Nominated for an **Emmy, a Golden Globe and Screen Actors Guild awards**, **Pam Grier** is a celebrated actress and singer whose career spans over 50 years. Renowned for her legendary roles in films such as *Coffy*, *Foxy Brown*, and *Jackie Brown*, she brings her unparalleled talent and passion to this project. As a rancher in New Mexico and a trailblazer in the entertainment industry, Grier's portrayal as a Black cowgirl resonates deeply with the **Bill Pickett Invitational Rodeo.**

"We are thrilled to feature this incredible woman in this commercial. Pam Grier embodies the spirit of resilience and authenticity that defines the Bill Pickett Invitational Rodeo and knows what it's like to go against the grain and challenge how people think about the status quo," said Valeria Howard Cunningham, President, and CEO of the Bill Pickett Invitational Rodeo. *"Grier and the Bill Pickett Rodeo go hand-in-hand when it comes to promoting Black cowboys and cowgirls and making sure their stories are told."* *"We also extend our heartfelt gratitude to Visit Fort Worth for graciously welcoming BPIR to your exceptional city and affording us the opportunity to participate in this remarkable promotion."*

Also featured in the promo is **14-year-old BPIR Champion Barrel Racer Kortnee Solomon** and her champion barrel racing horse named Player. Solomon who has grown up with BPIR, is a 3rd generation cowgirl.

"We are so excited to debut this promo as the Bill Pickett Invitational Rodeo continues to celebrate Black History and its 40th anniversary," said Jessica Christopherson, vice president of marketing and film commissioner for Visit Fort Worth and the Fort Worth Film Commission. *"Fort Worth filmmakers Adam Dietrich and Elliott Gilbert did a beautiful job of capturing Pam Grier's narrative of the Western spirit."*

"Be the Unexpected" premieres Saturday, February 17, 2024, at the **Bill Pickett Invitational Rodeo**, and will subsequently be released online via @BillPickettRodeo on all BPIR platforms, @VisitFortWorth, **DiscoverDiverseFortWorth.com**, and other collaborating media partners.

For media inquiries, request for interviews, or further information, please contact KimiRhochelle, BPIR Director of Public Relations at info@krprmedia.com