

**Rodeo Rapid City**  
**Presented by Brink Constructors Inc.**

***Live in the Zone with Rodeo's Living Legends***

*Live in the Zone with Rodeo's Living Legends* is a daily talk show hosted on the Rodeo Zone Stage. This lively, in-person series brings fans face-to-face with the icons who have shaped the sport—industry leaders, innovators, and legendary figures whose stories define rodeo's past, present, and future.

Each session features candid conversations, behind-the-scenes insights, and unforgettable storytelling from the men and women who have dedicated their lives to the rodeo arena. From world champions and stock contractors to trailblazing producers, announcers, and influencers, *Live in the Zone* celebrates the people who make rodeo what it is today.

Come listen, learn, and experience rodeo history come alive—daily in the Rodeo Zone at Rodeo Rapid City.

Visit [www.rodeorapidcity.com](http://www.rodeorapidcity.com) for daily show times.