



# Santa Rosa Plateau Foundation

*"We do not inherit the earth from our ancestors, we borrow it from our children"*  
-Native American Proverb

## FOR IMMEDIATE RELEASE

EVENT: **SANTA ROSA PLATEAU COWBOY JUBILEE & TRAIL RIDE**  
**A musical celebration of the ranching and cowboy way-of-life!**  
**Starring - Academy of Western Artists Entertainer of the Year**  
**& National Cowboy & Western Heritage Museum Wrangler Award**  
***SONS OF THE SAN JOAQUIN and COWBOY POET WADDIE MITCHELL***



### **Sons inducted into the Western Music Association Music Hall of Fame**

The Sons of the San Joaquin want to thank their fans and the Western Music Association for the honor of begin inducted into the WMA Western Music Hall of Fame. This honor is truly a humbling experience and a dream of a lifetime! As Lon once said, "We love this music so much we would be singing it in our back yard if we were the only ones listening." God bless our fans and the WMA for celebrating our music and our commitment to Western Music and the Western way of life.

PURPOSE: A fundraising event to benefit the children's education program at the Santa Rosa Plateau Ecological Reserve.

DATE: & TIME: July 25 & 26

SITE: Friday July 25 – 6:00 pm "Cowboy Campfire" – Cottonwood Ranch, La Cresta/Murrieta, CA  
Saturday July 26 – 8:00 am Jubilee Trail Ride – Celebrate the National Day of the Cowboy  
Liberty Oaks Ranch, Tenaja/Murrieta, CA  
Saturday July 26 – 5:00 PM Cowboy Jubilee & Concert – Liberty Oaks Ranch, Murrieta, CA

CONTACT: Ginger Greaves – Jubilee Chair (909) 732-2209  
Lynn Mattocks – Trail Ride Boss – (951) 347-5473  
Scott O'Malley – Agent for Sons and Waddie (719) 635-7776  
MEDIA DAY – June 25 at Liberty Oaks – see attached invite

EVENT INFO: [www.srpf.org](http://www.srpf.org) - Email – [SRPFJubilee@aol.com](mailto:SRPFJubilee@aol.com) – Tele (909) 732-2209

TICKETS: Buy online at [www.srpf.org](http://www.srpf.org),  
West Dallas of Temecula, 42031 Main Street, Ste A, Old Town Temecula  
Visitor's Center – Santa Rosa Plateau Ecological Reserve  
39400 Clinton Keith Road, Murrieta, CA  
Friday \$40 - Saturday \$75 - Cowboy Deal – both nights \$100 includes Trail Ride

ACCOMMODATIONS: Ask for "Jubilee Rates" - Comfort Inn & Suites, Murrieta (951) 894-7227

PHOTO OP: Yes

See Page 2



# Santa Rosa Plateau Foundation

*"We do not inherit the earth from our ancestors, we borrow it from our children"*

-Native American Proverb

Not so many years ago the entire Santa Rosa Plateau was a working cattle ranch. Cowboys gathered the cattle several times a year for branding, culling, shipping and medical treatments needed to maintain the huge operation(s). At night they sang to the cattle to keep them calm as was needed under the stressful conditions of the traditional roundups. The dangerous work and long hours bred a certain kind of music and humor that has now become recognized as an integral part of our western experience and heritage.

Again this year that music, the wry humor and ranching history will be celebrated at the 2<sup>nd</sup> Annual Santa Rosa Plateau Cowboy Jubilee on July 25, 26 starring the Cowboy Hall of Fame Awardees Sons of the San Joaquin and celebrated cowboy Poet Waddie Mitchell.

**Friday, July 25 will feature a "Cowboy Campfire"** where the Sons and Waddie will be in attendance for an "open mic" evening at Cottonwood Ranch in LaCresta. Attendees can perform their own songs and cowboy poetry for the Sons and Waddie and the audience, enjoy a camp supper, live auction and "supp" with the Sons and Waddie.

**Saturday, July 26 morning 8 and 10 am, will feature a 2.5 and 4.5 Jubilee Trail Ride**, venturing out from Liberty Oaks Ranch into the spectacular dedicated trails around Santa Rosa Plateau and Cleveland National Forest. Led by local cowboy and trails historian Lynn Mattocks, the ride will celebrate the National Day of the Cowboy, which has been designated by Congressional Resolution to be July 26, 2008.

**Saturday evening 5:00 PM – Cowboy Jubilee and Concert** to be held at the spectacular Liberty Oaks Ranch. This 40-acre working horse ranch is located in the upper Tenaja Valley on the Santa Rosa Plateau. Set among the huge oaks under the vast starry night sky, the Jubilee Concert will feature performances by the unique blend of voices of the Sons of the San Joaquin and the world famous cowboy poet Waddie Mitchell. Great traditional cowboy cuisine food, cooked on site, displays of art and era memorabilia, no host bar, live and silent auction and special pre-concert performance by "aspiring country western youth singers" from the local Musician's Workshop.

Auctions on both nights will feature sculptured works by renowned local Sculptor Austin Casson who has provided limited edition pieces for the event. This year he has created a life-size forged steel horse head ("Jubilee One") for Saturday night and his bronze eagle "The Healing" for Friday night. His works have been presented to President George Bush Sr. and selected for permanent display at the World Golf Hall of Fame. "Jubilee One" will be on display at West Dallas of Temecula, 42031 Main Street, Ste A, Old Town Temecula.

The Jubilee is a production of the Santa Rosa Plateau Foundation. Its fundraising efforts support the third grade education program at the Santa Rosa Plateau Ecological Reserve. The program serves seven school districts, 65 schools and approximately 8,000 third grade students per year. When funding ended in 2005, which was previously provided by a generous grant from the Metropolitan Water District, the Foundation entered into a relationship with the Riverside County Regional Parks and Open Space District, which helps to manage the Ecological Reserve, to provide funds to keep the program going.

####

Page 2