

For Immediate Release – November 21, 2025

New Commemorative Magazine for St. Croix Rodeo Announced

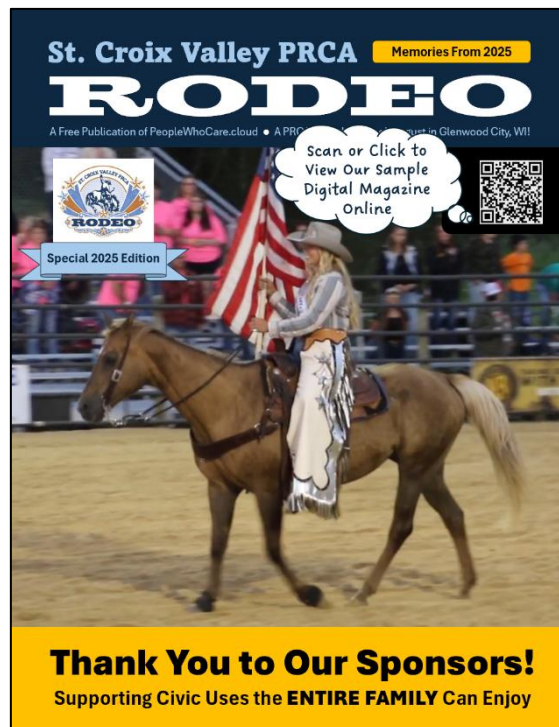


Image of Sample Commemorative Magazine.

Touted as an event *“the entire family can enjoy,”* over the past two decades, the St. Croix Valley PRCA Rodeo has become an event cherished each year throughout western Wisconsin.

Says Dean LeMay, Chair of the local rodeo committee and local farmer. *“I’m committed to*

producing this event as it provides so much enjoyment for families in the area.”

Now, working closely with LeMay, newly-formed non-profit – PeopleWhoCare.cloud – has developed a form of sponsorship aimed at increasing financial support for the rodeo – now slated to include a new commemorative magazine.

“The intent of the new publication,” says Business Development Lead, Keith Pendleton, “isn’t just to promote and benefit our Sponsors, which we believe it will.”

“Far more importantly,” he says, “it’s to champion certain civic-minded messages – messages like supporting young people who themselves have committed to supporting their communities.”

Adds Pendleton, *“Some of these young people donate tens and even hundreds of hours to their communities, and we want to recognize this.”*

“What I really enjoy about this rodeo isn’t even so much all of the action – which is incredible!” he adds. “It’s the fact that it involves so many young people ‘getting out there and getting after it!’”

“THAT” adds Pendleton, “is what I really think is worth supporting!”

According to Pendleton, the new commemorative magazine – meant to be a “keeper” – will be published and made freely available in both hardcopy and digital formats.

“We welcome like-minded companies and organizations to help us share this beautiful new publication with their audiences,” says Pendleton.

Companies interested in learning more about the new non-profit, sponsorship, and magazine are encouraged to contact Keith Pendleton, Business Development Lead, at 715-715-7587 ext. 102.

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