



Ellensburg Rodeo Announces New Board Member

FOR IMMEDIATE RELEASE

Ellensburg, Wash. (November 8, 2016) — The Ellensburg Rodeo Board recently elected Jeff Leichter as the new board member to replace retired board member Gene Dana.

Mr. Leichter initially became involved with the Ellensburg Rodeo by establishing Tim's Cascade Snacks as a major sponsor. Jeff, co-founder of Tim's Cascade Snacks recently retired from Tim's after thirty years. During his many years in the snack food industry he was involved in all areas of the business including working with potato growers in the Kittitas Valley for over 25 years. Jeff has served on several boards including the Northwest Food Processors Association, and the Institute of Food Technologist. He is also a member of the American Legion and served in the Army in Europe and the U.S. for eight years.



Jeff Leichter

"I am honored to be a member of the Board of Directors in a great community, and rodeo," stated Jeff when asked about serving on the Ellensburg Rodeo Board.

Jeff lives in the home that he and his wife, Ann, have worked on over the past 9 years. In his spare time he likes to spend time with family, travel, and work on their 10 acres.

Next year's rodeo runs from Sept. 1-4, 2017. More information about its many competitions and events can be found online at www.ellensburgrodeo.com.

The Ellensburg Rodeo was founded in 1923. Held every Labor Day weekend, it is one of the top 10 professional rodeos worldwide. It features more than 500 competitors and a pay out of over \$600,000. Ellensburg, Wash., is located in the heart of Washington State, approximately 90 minutes east of Seattle.

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