



For Immediate Release

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**2012 Academic Rodeo
Mindset Breaking Experience Preliminary Rounds Kick Off 22nd Rodeo**

The 22nd Academic Rodeo, produced by the East Texas State Fair kicks off tomorrow with the preliminary rounds in the Mindset Breaking Experience Contest. The Academic Rodeo is open to public, private and home school students in the east Texas area. Over 76 schools and groups are registered for the 22nd Academic Rodeo with close to 1200 students participating in 14 competitive events.

The Mindset Breaking Experience is a creative problem solving contest for teams of elementary, middle school, and high school students. This is a team event in which each team will demonstrate its collective ability to think divergently in solving problems and be scored on the creativity and effectiveness of the solution. Problems are a variety of verbal and tactile.

Each team will be given an open-ended problem to solve. The problem may be any of the following types or any combination thereof:

- Verbal – a problem with a solution based solely on oral or written language
- Tactile – a problem with a solution physically “built” using materials provided
- Kinesthetic – a problem with a solution that effectively incorporates the actions of the team members

The competition will begin at 8:30 in Building E on the East Texas State Fairgrounds with the 10 competing High School Teams from 5 area high schools. East Texas Christian Academy, Lindale High School, New Diana High School, Waskom High School and Arp High School each have 2 teams of 5-7 students competing.

The 17 registered elementary schools will begin their competition at 10:00. The schools competing this year are Athens Christian Academy, Athens Intermediate School, Bullard Elementary School, Chapel Hill Jackson Elementary School, Chapel Hill Kissam Intermediate School, Eustace Intermediate School, Lindale College Street Elementary School, Lindale EJ Moss Intermediate School, Lindale Velma Penny Elementary School, Murchison Elementary, Sabine Elementary School, Stepping Stone School, Troup Elementary School, Whitehouse Brown Elementary School, Whitehouse Cain Elementary School, Whitehouse Higgins Elementary School and Whitehouse Stanton-Smith Elementary School.

The middle school teams will compete in the afternoon. This year there are 12 middle schools teams-All Saints Episcopal School, Arp Junior High School, Athens Christian Academy, Bullard Middle School, East Texas Christian Academy, Edgewood Middle School, Eustace Middle School, Lindale EJ Moss Intermediate School, Lindale Junior High School, Murchison Middle School, Quitman Middle School and Stepping Stone Middle School.

The East Texas State Fair is organized exclusively for charitable and educational purposes through the operation of an annual event promoting education, entertainment and the spirit of competition. The Fair is committed to agricultural heritage, families and service to the community. Our mission is also to create commerce for Tyler and Smith County by providing venues for others to utilize and by drawing participants to the complex. Since 1992 the East Texas State Fair has offered \$375,000 in scholarships.