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FOR IMMEDIATE RELEASE

Dr. Jeffrey Hoelle Will Speak About the New Cowboy Culture in the Amazon

CORTEZ, CO (July 28, 2011)—On August 5, 2011, Dr. Jeffrey Hoelle will present “New Cowboy Tradition in Amazonia” as part of the Four Corners Lecture Series. The presentation will begin at 7:00 p.m. at the Crow Canyon Archaeological Center and is free and open to the public.

Hoelle will speak about the explosive growth of the cattle industry in the Amazon and the vibrant cowboy culture that has arisen there. Much like their counterparts in the United States, Amazonian ranchers embrace the cowboy lifestyle—rodeos, country dancing, and barbecue are all increasing popular in the Amazon.

Originally from Texas, Jeffrey Hoelle earned his Ph.D. from the University of Florida. His current research is in Acre, Brazil, where he is studying the political economy, social group perceptions, and socioeconomic relationship around the cattle industry.

Organized by a consortium of area organizations, the Four Corners Lecturer Series features presentations by guest speakers from around the Southwest. This year’s theme is “Gifts from the Ancestors.” All lectures are free. The location of the lectures rotates among the sponsoring organizations.

This year’s sponsors are the Anasazi Heritage Center, ARAMARK, the Bureau of Land Management, the Colorado Archaeological Society – Hisatsinom Chapter, the Cortez Cultural Center, Crow Canyon Archaeological Center, KSJD, Mesa Verde National Park, the Mesa Verde Institute, the Mesa Verde Museum Association, and the Office of the President and Department of Anthropology – Fort Lewis College.

For more information, call 970-565-8975 or 800-422-8975.

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