



Barretos

During 10 days, the city of Barretos, in São Paulo, becomes the world's largest country city. Barretos is 438 kilometers far from São Paulo. The biggest rodeo party in the world offers more than rodeos. The diversity of this event, in which millions of dollars are invested, is amazing. By gathering folkloric, cultural, artistic, commercial and sport attractions, Festa do Peão de Boiadeiro de Barretos attracts more than 800 thousand people who occupy all available hotels and hostels in an area that stretches out over an area of 150 kilometers. People from all over Brazil and also from foreign countries dress like cowboys and cowgirls and occupy the local stadium, which has a capacity for 35,000 people, as well as Parque do Peão, which stretches out over 1,440,000 square meters, and where there are stores selling different types of products, food fairs with replicas of famous restaurants, theme parks, markets and disco clubs.

Festa do Peão de Boiadeiro began in 1956 and, for the last 52 years, it has become a tradition in the countryside of São Paulo, in addition to helping foster the country style nationwide. Famous for handling huge amounts of money, rodeos have opened up new opportunities for a number of contests where prizes go from hats to brand new expensive cars, in addition to prizes in cash that may reach R\$ 100 thousand for a sole winner. Therefore, the Cowboy Festival of Barretos cannot be considered a simple festival, a “safety valve” for the people as Carnival is generally considered. It is a true cultural mirror of the rural man of Brazil. In 2008 the festival will happen from August 21 to 31st.



