FOR IMMEDIATE RELEASE

Cal Poly Student Named National Intercollegiate Rodeo President

SAN LUIS OBISPO -- Jesse Segura, an earth sciences major at Cal Poly, has been voted 2002-2003 student president of the National Intercollegiate Rodeo Association (NIRA). Segura was elected during the College National Finals Rodeo in Casper, Wyo., where he finished third in the nation in the Saddle Bronc competition.

As student president, he wants to "help promote the interests of rodeo and encourage more young people to finish school," he said. Segura hails from Winnemucca, Nev.

The 50-year-old NIRA sanctions more than 100 college rodeos a year and has over 3,500 student members from 137 schools and universities.

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