

Rodeo Rolls into Lake Tahoe: July 23-24

For more than 50 years the summer rodeo was an annual highlight in the Tahoe area, until it was discontinued in 1965. Camille and Larry Ruvo, along with cowboy Waco McGill, resurrected the Shakespeare Ranch Rodeo in 2000. Now a fundraiser for Keep Memory Alive and Cleveland Clinic Lou Ruvo Center for Brain Health, the July 23, 2010 rodeo featured bull riding, bronc riding, barrel racing and a watermelon contest for children, along with a buffet barbeque. The 2010 event was enjoyed by more than 300 guests.

The next evening, 85 guests enjoyed an intimate dinner with Chef Emeril Lagasse. Fierce bidding during a short, 15-minute auction raised more than \$315,000. One of the evening's highlights was Larry Ruvo bidding \$50,000 to secure a serenade for his wife, Camille, sung by the legendary Lionel Richie. She promptly and graciously gave it to the couple's friends and long-time Keep Memory Alive Supporters, Roseanne and Barry Stull, who were celebrating their 39th anniversary that weekend. Lionel Richie adapted his lyrics on the spur of the moment, customizing "You Are So Beautiful" in honor of the Stulls, whose looks of astonishment touched the audience.

He then sang "Happy Birthday" to Shellie Kim. Another memorable moment was watching Lionel Richie and Emeril Lagasse join America on the occasion of the band's 40th anniversary in singing their iconic song, "A Horse with No Name."





Michael Milken, Emeril Lagasse, and Lori Milken



Lionel Richie sings "Happy Birthday" to Shellie Kim



Chef Emeril Lagasse and Lionel Richie join the band America in singing "A Horse with No Name"