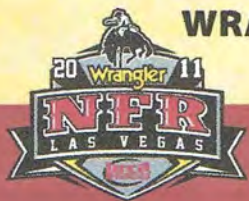


RICH IN HISTORY | MADE IN LAS VEGAS



\$10

WRANGLER NATIONAL FINALS RODEO
DECEMBER 1 - 10, 2011 | LAS VEGAS, NEVADA



PHILANTHROPY

RODEO'S PATRIOTISM BRINGS HELP FOR VETS

Injured veterans – those wounded in Iraq and Afghanistan, as well as those of earlier wars whose old injuries are now catching up with them – are increasingly visible in hometowns across America, so it's no surprise that PRCA rodeos are extending help to those who have sacrificed so much, as well as to those who currently serve in the U.S. military.

Some rodeos raise funds or offer services directly to local heroes, including Ashland, Mo., which contributed \$1,946 to the 2010 Mid-Missouri Honor Flight, which transported veterans to Washington, D.C., to visit the national memorials to the wars they served in, and Payson, Ariz., which contributed \$600 to the Payson Supply Line for care packages to deployed service members.

Other rodeos work through the Wrangler National Patriot program to support returned troops as well as those still deployed overseas.

Wrangler-sponsored Armed Forces Entertainment tours in 2010 and 2011 brought several PRCA cowboys to bases in the Middle East to demonstrate cowboy skills and boost troop morale.

The Wrangler National Patriot program, modeled after Wrangler's hugely popular Tough Enough to Wear Pink program, supports rodeos who want to raise funds to support soldiers or veterans.

Rodeo committees can keep the money at home, supporting local support efforts, or can send it to any of several organizations singled out by



Wrangler. Some of the 2011 donations through the Wrangler National Patriot Program included:

- the Nevada Military Alliance, which used its donation from the Reno (Nev.) Rodeo to build a house for a vet who lost his legs in Iraq
- Camp Patriot, a Montana-based group that offers disabled vets outdoor adventures like hunting, fishing and snowmobiling
- Horses for Heroes in Santa Fe, N.M., an equine program for vets struggling with post-traumatic stress syndrome
- the Wounded Warriors Project

Wrangler supports rodeos that work with wounded veterans even if they aren't enrolled in the Wrangler National Patriot program.

For example, the Arkansas PRCA Rodeo (Conway), just four years old, is building a partnership with the local Marine Corps League, whose mission is to help vets and families who might not be comfortable asking nonveterans for help with expenses like electric bills, rent and burial costs. Knowing Conway wants to increase its attendance each year, Wrangler bought rodeo tickets to distribute at area Western clothing stores, thus supporting both the rodeo and the Marine Corps League.



RELEARNING TO TRUST: A number of PRCA rodeos support equine therapy efforts aimed at veterans coping with post-traumatic stress syndrome. Billy, who participates in the Combat Veterans Cowboy Up equine-assisted psychotherapy program, returned from Iraq with debilitating traumatic brain injuries and PTSD, but has progressed so far that he's now enrolled in a veterinary tech program. "It's the power of the metaphor," explains John Nash, founder of the organization. "The military made us single-minded predators, then took away our tools when they discharged us, making us feel like prey instead, and we 'bunkered up' into a fight-or-flight mentality. Horses are prey animals; we combat vets can learn from them to think before reacting, and to live again within our human 'herd.'"

— PRCA ProRodeo photo by Anne Christensen

PRCA rodeos reporting contributions

PRCA rodeos reporting intended or actual 2010 or 2011 giving to the PRCA:

Abbyville, Kan.; Abilene, Kan.; Afton, Wyo.; Alexandria, La.; Altus, Okla.; Anadarko, Okla.; Arcadia, Fla.; Ashland, Mo.; Athens, Ga.; Augusta, Minn.; Austin, Texas; Bakersfield, Calif.; Bandera, Texas; Bellevue, Iowa; Belton, Texas; Bennington, Kan.; Big Spring, Texas; Billings, Mont.; Bonifay, Fla.; Brookings, S.D.; Bryan, Texas; Buffalo, Minn.; Burlington, Colo.; Caldwell, Idaho; Carthage, Texas; Casper, Wyo.; Castle Rock, Colo.; Cave Creek, Ariz.; Cedar City, Utah; Cheyenne, Wyo.; Claremore, Okla.; Clear Lake, S.D.; Cleburne, Texas; Clovis, Calif.; Cody, Wyo.; Coffeyville, Kan.; Coleman, Texas; Conway, Ark.; Corpus Christi, Texas; Cortez, Colo.; Crazy Horse, S.D.; Crockett, Texas; Crosby, Texas; Cushing, Okla.; Dade City, Fla.; De Ridder,

La.; Deadwood, S.D.; Denton, Texas; Dickinson, N.D.; Drummond, Mont.; Elizabeth, Colo.; Elk City, Okla.; Elko, Nev.; Ellensburg, Wash.; Evergreen, Colo.; Fergus Falls, Minn.; Folsom, Calif.; Forrest City, Ark.; Fort Madison, Iowa; Franklin, Tenn.; Ft. Smith, Ark.; Garden City, Kan.; Gerry, N.Y.; Gladewater, Texas; Glasgow, Mont.; Glen Rose, Texas; Glennville, Calif.; Glens Falls, N.Y.; Gooding, Idaho; Graham, Texas; Granite Falls, Minn.; Greeley, Colo.; Grover, Colo.; Gunnison, Colo.; Guymon, Okla.; Hamel, Minn.; Hamilton, Ga.; Hastings, Neb.; Hayward, Calif.; Helotes, Texas; Henderson, Texas; Hugo, Okla.; Idaho Falls, Idaho; Industry, Calif.; Inverness, Fla.; Isanti, Minn.; Jacksonville, Texas; Jerome, Idaho; Jonesboro, Ark.; Joseph, Ore.; Kansas City, Mo.; Kelleetville, Pa.; Kennewick, Wash.; Killdeer, N.D.; Kingman, Ariz.; Kissimmee, Fla.; Lafayette, La.;

Lake City, Fla.; Lakeside, Calif.; Laramie, Wyo.; Las Vegas, Nev.; Laughlin, Nev.; Lawton, Okla.; Lewiston, Idaho; Lexington, Ky.; Liberty, Texas; Livingston, Mont.; Longview, Texas; Los Fresnos, Texas; Lubbock, Texas; Lynden, Wash.; Manawa, Wis.; Mandan, S.D.; Manhattan, Texas; Marshfield, Mass.; Merrill, Wis.; Minot, N.D.; Moab, Utah; Mobridge, S.D.; Monte Vista, Colo.; Mountain Home, Idaho; Nacogdoches, Texas; Nampa, Idaho; Nephi, Utah; New Braunfels, Texas; North Platte, Neb.; Oakdale, Calif.; Okeechobee, Fla.; Omak, Wash.; Othello, Wash.; Palm Springs, Calif.; Payson, Ariz.; Pecos, Texas; Pendleton, Ore.; Phillipsburg, Kan.; Pleasant Grove, Utah; Ponca, Neb.; Poway, Calif.; Prescott, Ariz.; Pretty Prairie, Kan.; Prineville, Ore.; Pueblo, Colo.; Puyallup, Wash.; Ramona, Calif.; Raton, N.M.; Red Bluff, Calif.; Red

Lodge, Mont.; Redding, Calif.; Reno, Nev.; Rio Rancho, N.M.; Rock Springs, Wyo.; Rosenberg, Texas; Salinas, Calif.; Salt Lake City, Utah; San Angelo, Texas; San Antonio, Texas; San Augustine, Texas; San Bernardino, Calif.; San Dimas, Calif.; San Juan Capistrano, Calif.; Santa Fe, N.M.; Scottsdale, Ariz.; Shelby, Mont.; Shreveport, La.; Sidney, Mont.; Sikeston, Mo.; Silver City, N.M.; Silvertown, Texas; Sisters, Ore.; Sonora, Calif.; Sonora, Texas; Spanish Fork, Utah; Spokane, Wash.; Spooner, Wis.; St. Paul, Minn.; St. Paul, Ore.; Starkville, Miss.; Sterling, Colo.; Stonyford, Calif.; Summerville, Ga.; Tehachapi, Calif.; Thermopolis, Wyo.; Truckee, Calif.; Tulsa, Okla.; Vernal, Utah; Vernon, Texas; Vinita, Okla.; Wahoo, Neb.; Wheaton, Mo.; White Sulphur Springs, Mont.; Winnboro, La.; Wolf Point, Mont.; Woodward, Okla.; Yuma, Ariz.