

Young Rodeo Champs Featured in Ads

Eleven high school rodeo winners will be featured in an Ariat ad.

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Ariat International is sponsoring its seventh year of the National High School Rodeo Association and is featuring the champions in a national advertising campaign. As a way of highlighting the achievements of young cowboys and cowgirls, Ariat has chosen to highlight a group of teens who won their events at the National High School Finals Rodeo during the summer. The ad, featuring 11 winners, will hit newsstands this fall in several horse-related publications.

"These champions are passionate and dedicate many hours to the practice of their sport, in addition to their other responsibilities," says Beth Cross, President and Chief Executive Officer of Ariat International. "We are proud to support the NHSRA and to highlight the achievements of these young athletes in our new ad campaign."

When Ariat announced the campaign last spring, high school rodeo athletes were informed that if they won their events while wearing Ariat boots and an Ariat belt, they would be featured in the ad.

"The response was overwhelming," says Beth Cross. "The athletes were thrilled with their wins, of course, and thought that being featured in the ad was a unique and fun way to celebrate their victories."