



FOR IMMEDIATE RELEASE

SMARTY BECOMES THE OFFICIAL ROPING PRACTICE MACHINE OF THE NHSRA

Smarty

DENVER, Colo. (February 14, 2018) – The National High School Rodeo Association [NHSRA] is pleased to announce the recent partnership with Smarty Training Systems. Smarty became the official roping practice machine of the NHSRA on February 14th, 2018.

“We’re proud to welcome Smarty as the newest sponsor of the high school rodeo,” NHSRA Executive Director James Higginbotham states “Smarty’s investment in the association will allow us to offer valuable college scholarships to our deserving members, beginning with the National High School Finals Rodeo and the National Junior High Finals Rodeo this summer. We look forward to a long, rewarding partnership as we look to develop opportunities for the association’s membership.”

Jason Tucker, Smarty NHSRA Representative speaks out on the significant impact youth have in rodeo “Smarty is grateful for the opportunity to be the official roping practice machine of the NHSRA. The future of our sport is shaped and molded with today’s youth and it’s our commitment to create a firm foundation that will allow them to be the best they can be at any level.”

Smarty’s commitment to the NHSRA signifies a promise to the youth and an investment in the future of our sport. Tucker states, “The opportunities for this program are limitless and the hype we are going to create will be nothing like you have ever experienced before. With products that serve as mentors for the future ambassadors of the roping industry and a team that understands the importance of tomorrow’s future, Smarty is geared up and ready to form a coalition that is second to none.”

The founder of Smarty, Allen Bach is a 4X World Champion Team Roper who understands and is passionate about the betterment of the sport. Jason Tucker quotes “To know Allen Bach is to understand that his passion for the sport is what drives his innovative train and his desire to help others makes the Smarty brand a powerhouse in the industry.” Smarty products are created with every aspect taken into consideration by understanding that roping doesn’t come easy for everyone and that correct ground work is imperative for long term success Allen Bach has created training tools that appeal to ropers of all levels. Tucker explains, “This is why Smarty products are used by everyone from top headers and heelers in the sport all the way down to aspiring new ropers.”

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About Smarty

Smarty was founded in 2010 by 4X PRCA World Champion, Allen Bach. The creation of the Smarty brand of products was based on the true understanding and desire to create roping tools that maximize the potential of both roper and horse. Allen Bach's spirit of excellence has produced elite products for practice application and his superior coaching skills and powerful voice have allowed him to be instrumental in many student achievements including NFR births, world titles, and even a Gold medal. The success of the Smarty brand and its supporters has taken the industry to a new level. To learn more, to go: www.smartytraining.com

About the NHSRA

Since its inception in 1949, the NATIONAL HIGH SCHOOL RODEO ASSOCIATION has existed first and foremost to promote and support education and to develop the essential attributes of leadership, dedication, commitment and responsibility in high school and junior high students from the United States, Canada, Australia and Mexico. The NHSRA annually awards more than \$800,000.00 in scholarships at the national level, and \$1.8 million in scholarship cumulatively on the worldwide level. While preserving the western heritage, the NHSRA teaches its student members to maintain the highest regard for each other and their livestock. The National High School Rodeo Association is the largest rodeo association in the world, sanctioning more than 1,800 rodeos including 50 state and provincial rodeo finals. For more information, visit www.NHSRA.com.

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