



FOR IMMEDIATE RELEASE

BLOOMER TRAILERS BECOMES THE OFFICIAL TRAILER OF THE NHSRA

DENVER, CO – February 23, 2021 – The National High School Rodeo Association [NHSRA] thrives on its support from national sponsors and we strive to be the best in promoting the sport of rodeo and continuing education. The NHSRA has recently partnered with Bloomer Trailers to be the Official Trailer of the NHSRA.

The NHSRA awards around \$250,000 in scholarships from sponsors alone and with the help from Bloomer Trailers that tradition will continue to grow. Sponsors also play a key role in the added money for the optional jackpot at the National Junior High Finals and the National High School Finals Rodeo, now totaling \$250,000 in added money.

“We are excited to welcome Bloomer Trailers aboard the NHSRA,” NHSRA V.P of Marketing, Chanel Haworth states, “Bloomer Trailers’ sponsorship will help increase the total payout and scholarships given at the National Junior High School Finals Rodeo and National High School Finals Rodeos. With their expertise in the western industry and passion for the sport of rodeo, we look forward to progressive partnership and growth with them.”

“The NHSRA has been on our radar for quite some time. We have supported youth rodeo athletes through other outlets, but we wanted to support it at a National level so that we can give back to the youth of rodeo across the world,” says Bloomer Trailers CEO, Randy Bloomer, “We are excited for the future and to help the sport grow and we believe that starts at the youth level.”

For the past 15 years, Bloomer Trailers has played a large role in the youth of rodeo. They not only are a state sponsor but also with they started the Bloomer Team, a youth rodeo team that teaches skills to advance at the next level, while also competing as a team at IFYR. As a large supporter of the youth in our sport, they are excited to watch the partnership help grow the sport.

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To learn more about Bloomer Trailers visit: <https://bloomertrailers.com/>

To learn more about NHSRA Sponsors visit: <https://nhsra.com/national-sponsors/>



About Bloomer Trailers

Bloomer Trailers started in 1998 in the middle of chemical alley on the LaMarque/Texas City Line. By hiring the best and most experienced key people in the industry it allowed us to hit the ground running and start on the path of achieving the goals that have been our benchmark. Our goals were to build every trailer with the best component's money could buy and build the components that we could do better than what was available. The key word we used was every component. By 2000, Bloomer had hit our stride and already had introduced many new components to the horse trailer had never done. We have never stopped challenging ourselves to find a better or safer way to protect our customers and their livestock. That is where our slogan of the "blinders are off" came from.

When we named the newest model The Evolution it was to remind ourselves that we have yet to build the perfect trailer, so keep working on ideas.

In 2002, Bloomer Trailers started building a state-of-the-art production facility in Central Texas to serve as a convenient location for dealers, customers, and our vendors. Upon completion in 2003, Bloomer moved over forty employees and their families to Central Texas to continue the craftsmanship that was expected and desired by the Bloomer Trailers customers.

We feel to describe Bloomer Trailers is by photo collections through the years...and we would like to say to our customers, dealers, and employees...you are the best!

About The National High School Rodeo Association

The National High School Rodeo Association was founded in 1949, the mission of the NHSRA 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 students. While preserving the western heritage, the NHSRA teaches its members to maintain the highest regard for each other and their livestock. The NHSRA's mission does not stop on the high school level, as the Association also strives to impart to its members the advantage of higher education and the desire to never stop learning. The NHSRA supports their dreams by annually awarding more than \$550,000.00 in scholarships at the national level, and \$1.8 million in scholarship cumulatively on the international level. With over 70 Years of history behind the NHSRA and continued growth and success, the organization is preserving the past and preparing for a successful future.

Contact:

Chanel Haworth

NHSRA, VP of Marketing

email: chanel@nshra.org

Phone: 303-452-0820 ext. 213