



ARIAT BECOMES THE OFFICIAL SHOE OF THE NHSRA

Denver, CO - April 16, 2021 – The National High School Rodeo Association [NHSRA] is excited to announce an exclusive partnership with Ariat International as they become the official shoe of the NHSRA. With all of the energy going into NHSRA’s 2021 events, we believe now is the perfect time to announce our partnership with Ariat, a brand that has a longstanding history with our association and student-athletes.

With two key elements in mind, promoting the western way of life and continuing education, the NHSRA relies heavily on support from sponsors like Ariat. Because of their generous funding and loyal partnership, the NHSRA is able to take its strong foundations that were envisioned in 1949 to greater strides and soaring new heights.

“On behalf of NHSRA, we are thrilled to welcome back Ariat as our partner,” exclaims Vice President of Marketing, Chanel Haworth, “Ariat is known for upholding the western way of life across many different facets, and will help NHSRA mentor the next generation of student athletes.”

“Ariat is proud to partner once again with the NHSRA,” said Susan Alcala, Vice President, Partnership Marketing at Ariat. “Together, Ariat and NHSRA are making an investment in the future of rodeo and supporting the young men and women who will become our next generation of leaders. We’re honored to rejoin the NHSRA.”

It is evident that the heart, dedication and vision Ariat possesses for the industry will propel the future of rodeo by providing more opportunities to the passionate youth celebrating western heritage.

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To learn more about Ariat, visit: <https://www.ariat.com/>

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

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About Ariat International, Inc.

Ariat was founded in 1993 to reimagine the boot for the modern rider. Our pursuit of functional innovation has raised the bar for performance, fit, and craftsmanship all in service to Ariat’s global community of world-class athletes, Olympians, and people like you. Our products are designed to outperform in the most demanding environments. Ariat is now one of the top western, equestrian, outdoor, and work brands in the world. The company takes its name from Secretariat, the greatest racehorse of all time.



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.

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