



## **HYER Is Named the Official Boot of the National High School Rodeo Association**

*HYER is teaming up with the National High School Rodeo Association to promote and support the sport of rodeo and its student athletes.*

KANSAS CITY, USA – April 14, 2023 – HYER is proud to announce its new partnership with the National High School Rodeo Association as the official boot sponsor of the NHSRA, the National High School Finals Rodeo (NHSFR) and the National Junior High School Finals Rodeo (NJHFR).

This marks the first major sponsorship for the family-owned boot company since its recent return to the marketplace after a 50-year hiatus.

“In reestablishing HYER, it’s important to me to not only carry on my family’s bootmaking legacy but also the western ideals and traditions on which our company was founded,” says CEO Zach Lawless. “My great-grandfather invented the cowboy boot to make the daily grind of a cowboy’s work easier and in doing so, he made a lasting imprint on the history of the American West. I want to do the same, which is why I am so proud to announce this sponsorship. Rodeo is a huge part of cowboy culture, and these young athletes are the future of the sport. I know C.H. would be proud too.”

As the official NHSRA boot sponsor, HYER will have activations at both the NHSFR and NJHFR this summer, showcasing its premier men’s and women’s styles in the NRS booth, all available for purchase. The NHSFR will take place July 16-22 in Gillette, Wyoming, following the NJHFR in Perry, Georgia, June 18-24.

HYER will also be awarding over 400 boots to NHSRA Athletes. These boots will be awarded to student officers, state/provincial champions, and queens spanning from the Junior High to High School division. Then at the culmination of the rodeo season HYER will then award the world champions and all-around champions at the NJHFR & NHSFR.

“Our HYER team is excited to be a part of the NHSRA and support the future of rodeo and the education of today’s youth,” says Taylor Johnson, Special Events and Athlete Relations Manager. “These cowboys and cowgirls exemplify hard work and strong character as both competitors and people. We look forward to introducing them to our boots at the finals and watching them #RIDEHYER!”

“HYER’s commitment to excellence and innovation make it the perfect fit for NHSRA,” says Gary Hawkes, NHSRA VP of Marketing. “It’s apparent that HYER shares our passion for rodeo and supporting the development of our young athletes, in and out of the arena. We can’t wait to see the look on our champions’ faces when they receive their new boots.”



**About Hyer Boots:**

In 1875 C.H. Hyer invented a work boot for the cowboys of the American West. The cowboy boot as we know it was born in Olathe, Kansas. As time went on, C.H. Hyer & Son's Boot Company was bought and sold, and many boot brands came and went, using C.H. Hyer's design as their template. Now HYER's founder and CEO Zach Lawless is reviving the spirit and legacy of his great-great-grandfather — not by bringing back the old, but by revolutionizing the boot world, just as C.H. did. Rooted in history, driven by innovation and guided by creativity — HYER boots are freshly designed for real cowboys and cowgirl. These are legendary boots remade for the modern pioneer, to carry you wherever you can take them.

[hyerboots.com](http://hyerboots.com)

**About NHSRA:**

The National High School Rodeo Association (NHSRA) was founded in 1949 with the mission to, first and foremost, promote and support education and to develop the essential attributes of leadership, dedication, commitment and responsibility in high school students. While preserving western heritage through the sport of rodeo, 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 \$1.9 million in scholarships on the international level. With more than 70 years of history behind the NHSRA and its continued growth and success, the organization is preserving the past and preparing for a successful future.

[nhsra.com](http://nhsra.com)