



FOR IMMEDIATE RELEASE

**75TH NATIONAL FINALS HIGH SCHOOL RODEO RETURNS
TO GILLETTE, WY**

Denver, CO, 2023; The 75th Anniversary of the National High School Finals Rodeo is coming back to the Cam-Plex, Gillette, WY, July 16-23, 2023. This elite seven days of rodeo performances is expected to contribute an economic impact of over \$11,000,000.00 for the Campbell County area.

It all kicks off on July 16, 202! Live in concert, Wyoming's native, Nashville performing artist, Chancey Williams! Williams, a former saddle bronc rider, and NHSFR Alumni, has released five studio albums. His latest project, *One of These Days*, has hit the charts. Fans will also hear Blame It On The Rain, One Of These Days and many more favorites.

Williams will be joined by an Oklahoma native, NHSRA Alumni, Colton Jesse. Jesse grew up as a third-generation bull rider competing throughout his life in NHSFR, PBR and more. After an injury he turned back to music. Titles, such as "Marlboro Man," was about an old friend, Jim Burns, Arbuckle Man, Card Games, Denim Dan and more. The concert kicks off at 8:30pm! Exciting entertainment for all contestants, families, and spectators to celebrate the 75th Anniversary of the NHSFR.

Featuring more than 1,700 contestants from 44 states, 5 Canadian Provinces, Australia, Mexico and New Zealand, the NHSFR is the world's largest rodeo. In addition to competing for more than \$150,000 in prizes and over \$150,000 in added money, NHSFR contestants will also be competing for more than \$375,000 in college scholarships and the chance to be named an NHSFR World Champion. To earn this title, contestants must finish in the top 20 – based on their combined times/scores in the first two rounds – to advance to Saturday evening's final round. World Champions will then be determined based on their third-round combined times/scores.

Again, this year, the Saturday championship performance will be televised nationally as a part of the Cinch Highschool Rodeo Tour telecast series on RFD-TV. LIVE broadcasts of each NHSFR performance will air online at www.thecowboychannel.com. Performance times begin @ 7pm on July 16th and competition continues daily at 9 am and 7 pm through July 22nd. Make sure to catch the action!

A leg of the NHSRA, the NHSR Foundation, is known to most as the "scholarship arm." They continually award thousands of dollars in educational funding each year. The Foundation is excited to celebrate this year's extraordinary 75th Anniversary of the NHSFR, as we also celebrated the historic 50th NHSFR Anniversary in Gillette in 2016. The Foundation and NHSRA are planning an extra special celebration in Gillette and to the Campbell County

community this year with a dedicated 75th Anniversary venue, specific 75th Anniversary events and activities on and off Cam-Plex grounds.

Along with great rodeo competition and the chance to meet new friends from around the world, NHSFR contestants have the opportunity to enjoy volleyball, contestant dances, family-oriented activities, church services sponsored by Golden Spur Ministries, and shopping at the NHSFR tradeshow.

To follow your local favorites at the NHSFR, visit NHSRA.com daily for complete results. For ticket information, visit www.Cam-Plex.com.