

## DONNELL RODEO PROMOTIONS

503 N Main Street Ste 712  
Pueblo, CO 81003  
719-543-6458  
mdonnell@interaccess.com  
www.rodeopromotions.com

For Additional Information  
Mike Donnell at Donnell Rodeo Promotions

### COWGIRL TUFF CLOTHING COMPANY AND WOMEN'S RANCH RODEO ASSOCIATION REACH SPONSORSHIP AGREEMENT.

Pueblo, Colorado, June 7, 2010-----, Cowgirl Tuff, one of the nation's fastest growing marketers of women's western clothing has reached a sponsorship agreement with the Women's Ranch Rodeo Association for the remainder of 2010 season and for the 2011 season.

In return for merchandising and publicity coverage at WRRR rodeos and marketing support through the Association's other media relations and marketing programs, Cowgirl Tuff will provide merchandise coupons which will be given to cowgirls winning certain events at WRRR rodeos.

The WRRR, formed in 2005, features women-only teams competing in a series of ranch rodeos throughout the year, culminating in a national finals each October. Between eight and 12 teams compete in five events at each rodeo. Each team has four contestants. The events include sorting, trailer loading, doctoring, tiedown/mugging and simulated branding.

In 2010 the WRRR will produce or sanction at least 16 rodeos throughout Kansas, Oklahoma, Texas and New Mexico. The 2010 Finals will be held in Lyons, KS in October. During 2011 the Association's goals are to add more rodeos and increase the number of teams.

"The WRRR cowgirls, many of whom also live on working ranches exemplify the personality, value and quality of the Cowgirl Tuff brand," said Lisa Bollin, founder and owner of the company. "They are tough, hardworking women on horseback, in the arena dirt and at home but they also appreciate high quality, popular, fashionable western clothing when they aren't working or competing. We look forward to our relationship with WRRR.

"We are thrilled to have Cowgirl Tuff as a marketing partner," added Billie Franks, the administrator of the WRRR. "Every cowgirl knows about the company

and the brand. We believe this will be a very productive program for both organizations.”

Donnell Rodeo Promotions which represents the WRRRA assisted with the development of the sponsorship plan.