

NCHA NEWS RELEASE



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NCHA CONTACT:
Jennifer Lavin
Marketing Department
817.244.6188 x 125

Texas Ford Dealers become a title sponsor and official truck and car of the NCHA

(Fort Worth, TX) – The National Cutting Horse Association is excited to announce that the Texas Ford Dealers will be the title sponsor for the second leg of the NCHA Triple Crown of cutting. The **Ford/NCHA Super Stakes and the NCHA Super Stakes Classic** will be held March 27 – April 16 at the Will Rogers Equestrian Center in Fort Worth, Texas. The event annually boasts total prize money in excess of \$3 million. Ford trucks and cars will also now be the official vehicle of the NCHA.

“We are truly proud that Ford has become the official vehicle of the NCHA,” said NCHA Executive Director Jeff Hooper. “Ford is a prestigious brand, representing quality, tradition and innovation. We think that this is an ideal partnership between Ford and the NCHA”

Since its debut in 1948, Ford has sold more than 32 million F-Series trucks around the world. Today, there are more F-Series pickups on the road with 250,000 miles than any other brand. F-Series has also been the best-selling truck in America for 30 consecutive years making Ford the Best in Texas.

The National Cutting Horse Association is made up of 17,000 members across the United States with a wide range of backgrounds. The sport of cutting has roots in Western ranching traditions, where good horses were a necessity for everyday ranch work and cattle handling. From cowgirls to CEOs, from firefighters to professional football players, the common ground is often in the cutting arena. Each year more than 2,200 NCHA-approved events are held throughout the country with more than \$42 million in prize money awarded.

For more information about the NCHA or the sport of cutting, please call 817-244-6188 or log on to www.nchacutting.com.