

NCHA NEWS RELEASE



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Silver Bullet renews NCHA sponsorship

NCHA Western Mercantile's title sponsor continues their support

(Fort Worth, TX) – Coors Light, the title sponsor for the Coors Light Western Mercantile has signed a contract renewing their membership for another two years.

The Coors Light Western Mercantile brings together over a hundred merchants from all over the country to showcase a variety of beautiful and unique western wares. From tack to jewelry, clothing to furniture, home décor and much more, the Coors Light Western Mercantile has just about anything you could want or need.

The contract between NCHA and Coors Light will include all three NCHA Triple Crown events in Fort Worth including:

- Super Stakes and Super Stakes Classic in Ft. Worth, TX in April
- Summer Cutting Spectacular in Ft. Worth, TX in July
- World Championship Futurity in Ft. Worth in December

"As the title sponsor for the NCHA Western Mercantile, Coors has played a vital role in supporting one of NCHA's favorite show traditions...shopping." said Jeff Hooper, NCHA Executive Director. "Coors Distributing of Fort Worth continues to support the Fort Worth community and have played a vital role to keep the Western Mercantile in the spotlight for all our Fort Worth Triple Crown events."

Adolph Coors Company, founded in 1873, is ranked among the 500 largest publicly traded corporations in the United States. The principal subsidiary is Coors Brewing Company, the nation's third-largest brewer. Coors Distributing Company was established on August 5th, 1966 by John V. McMillan and Ed Curtis. Coors Distribution of Fort Worth offers over a dozen various adult

beverages, and services approximately 2600 accounts in Tarrant and Johnson County. For more information on Coors Distributing Company of Fort Worth, please visit: [the Coors website](#).

The National Cutting Horse Association is made up of 16,000 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 \$35 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.

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