

NCHA NEWS RELEASE



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Healthy HairCare Product's becomes a new sponsor of the National Youth Cutting Horse Association

(Fort Worth, TX) – The National Cutting Horse Association is excited to have Healthy HairCare Product's, Silverado Show Grooming Products and Old Timer's Equine come on board as a supporter of the sport of cutting and our youth.

Healthy HairCare, Silverado Show Grooming and Old Timers Equine Products have been voted the Number 1 Horse Health Brand by consumers. Their products are gentle, effective and affordable. Made with the finest quality ingredients for daily maintenance and winning edge show grooming.

"We have a great youth program at the NCHA, and with the support of the Healthy HairCare team, it only adds to the awards, prizes and excitement of cutting for our youth," said Jeff Hooper, Executive Director of the National Cutting Horse Association.

For the 2008 Summer Spectacular presented by Great American Insurance, July 14 – August 3, 2008, Healthy HairCare is providing travel kits to all youth entries and grooming kits to all finalists. They have done the same for all four youth shows, including, the World Finals in Amarillo, the Wayne Hodges*Outlaw Conversions Eastern and Western Nationals, with the Summer Spectacular being the world's largest youth cutting.

Manes, tails, coats and hoofs will look their best everyday at home or at the show, in the winners circle. Visit "The Grooming Company"TM online at healthyhaircare.com or teamshine.com, TEAM SHINE will proudly welcome you.

As long as there have been cutting competitions, youth have been a part of the tradition. In 1993, the National Youth Cutting Horse Association was formed to offer youth members the opportunity to develop both their horsemanship and their leadership skills. Today, the NYCHA has more than 1,900 members and

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awards more than \$200,000 annually in college scholarships to reward members for their cutting accomplishments and leadership in the organization.

The National Cutting Horse Association is made up of 17,500 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, please log on to www.nchacutting.com or call 817-244-6188.