



Sports Sense

Series Celebrates A Love Of Rodeo And Trucks

(NAPS)—There's good news for those who are fans of two great American pastimes—watching rodeos and driving trucks. There is a series of events designed so fans can indulge in both their passions at the same time. And maybe best of all, it travels to them.

World-Class Rodeo

Rodeo has come a long way since the first organized one was held in Cheyenne, Wyoming in 1872. The fan base for this sport based on ranching skills continues to grow, reaching even urban audiences in cities such as New York and Boston.

For example, starting with only 18 events, 32 years ago, one sponsoring organization, Ram Truck brand, now hosts over 560 rodeos a year throughout the U.S. and Canada. The tour is known as the Ram Rodeo Series.

Those who go have a chance to watch world-class rodeo performers in a variety of events including bareback riding, tie-down roping, saddle bronc riding, team roping, steer wrestling, barrel racing and bull riding. Fans can also explore a livestock show up close and hunt for bargains from vendors who sell everything from cowboy hats to custom shoe inserts.

Visitors also have a chance to talk directly with cowboys and cowgirls and other performers, such as the "Ram pick-up men" who work the arena to keep riders safe after they have been tossed from a horse or bull.

From Horses To Horsepower

Some rodeos also present the opportunity to test-drive the latest lineup of Ram 1500, 2500 and 3500 pickup trucks—the boldest, most powerful and capable pickup truck lineup. It is also possible to



The Ram Rodeo Series blends a love of rodeo and trucks and offers fans a chance to meet and speak with rodeo performers up close.

take a spin in a new Ram pickup truck and receive a \$10 gift card or enter the Ram Rodeo Sweepstakes for a chance to win \$45,000 toward any eligible Chrysler Group vehicle—or do both.

In addition, one lucky participant will win a Ram-branded belt buckle at each rodeo across the U.S.

Supporting Communities

Additionally, since its beginning, the rodeo has been committed to supporting charitable initiatives such as the "Tough Enough to Wear Pink" cancer awareness campaign, scholarships with the National High School Rodeo Association and National Intercollegiate Rodeo Association, as well as auctions to benefit various communities.

So whether you're looking for horsepower that will last for years or a way to support your neighbors in need, the Ram Rodeo Series has something to offer.

To learn more, visit www.RamRodeo.com.