

NRCHA Derby To Be Featured on Wide World of Horses

The National Reined Cow Horse Association has announced that its NRCHA Derby, set for June 19-24 at the Paso Robles Events Center in Paso Robles, California, will be televised on *Wide World of Horses*. The Derby telecast, scheduled for August 13-14, will be the second 2007 episode featuring an NRCHA event.

According to Jack Covington, Marketing Manager for Wide World of Horses, the initial NRCHA program documented the 2007 World's Greatest Horseman competition, and aired in May. Covington noted the episode's success. "We had more response after the World's Greatest show than after any other single program we've aired," he noted.

Like the World's Greatest Horseman, the NRCHA Derby is one of the reined cow horse industry's premier events. With total added money over \$230,000 and a payoff that will exceed half a million dollars, the event features the best 4- and 5-year-old cow horses in the world.

Along with profiling the NRCHA Derby, the upcoming August show will also highlight the 2007 NRCHA Snaffle Bit Futurity.

Wide World of Horses airs weekly on Monday and Tuesday on RFD-TV. With 6.9 million dedicated viewers and access from 29 million homes, RFD-TV has become a destination for horse enthusiasts on DISH Network Channel 231 and DirecTV Channel 379, plus assorted cable systems throughout the country.

The National Reined Cow Horse Association, the governing body of cow horse competition, is responsible for promoting the sport, insuring high standards of competition and educating members and the public about the history and tradition of the cow horse. Through the support of a Corporate Partner family that includes Bob's Custom Saddles, Cinch, Inc., Classic Equine, MD Barns, Platinum Performance, Inc., Nutrena, Skyline Gold and Silversmiths, Bloomer Trailer Mfg., Quarter Horse News & Performance Horse magazine, the Peppermill Hotel Resort, Farnam products Vetrolin Liniment and Farnam dewormers IverCare, ComboCare, LiquiCare P and Continuex, Fort Dodge West Nile Innovator, Rios of Mercedes, Merial products ULCERGARD and GASTROGARD, Great American Insurance Company and the Silver Legacy Hotel, the association works to keep the vaquero tradition alive in today's equine industry. For information on the National Reined Cow Horse Association, call 580-759-4949 or visit the NRCHA Official Web Site at www.nrcha.com. For information on Wide World of Horses, visit www.wideworldofhorses.com.