



## Jack Covington Joins Wide World of Horses

**Byars, Oklahoma** ---- True South, LLC announced on September 1 that Jack Covington has joined ***Wide World of Horses***.

Covington, a long-time reining breeder, owner and Non Pro exhibitor, has a rich background in sales and marketing. His company, Sales Southwest, achieved top sales volume status, nationwide, for manufacturers including Coca-Cola Foods, Welch Foods, Bausch and Lomb, among others, marketing food, cosmetics and general merchandise to Wal-Mart, Sams and Albertsons.

Covington has been equally successful in the horse world, receiving laurels as an owner, breeder and Non Pro rider in tough national reining competition. He's been a finalist at the National Reining Horse Association Futurity and Derby, and has earned champion and reserve titles at the Kansas Futurity, the North Central Reining Horse Association Futurity, the Southwest Reining Horse Association Futurity and the National Reining Breeders Classic. In addition, horses Jack has bred have gone on to win prestigious championships throughout the country.

Cheryl Magoteaux, Marketing Manager for True South, LLC, was excited about Jack's wealth of sales and equine experience. "As the Sales Manager for Wide World of Horses, his dual background in business and the equine world and his ability to clearly understand both will allow him to help broadcast partners and sponsors to reach the maximum potential in their promotional efforts."

Covington noted, "I am excited and feel privileged to represent Wide World of Horses to the equine industry. The end result will be an entertaining and educational look at many aspects of the horse world."

Set to begin on January 1, ***Wide World of Horses*** will air on RFD-TV on Monday nights at 9:30 pm CST, as well as two other times each week. The 30-minute program will feature a broad spectrum of the equine world's most exciting events and individuals.



