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For Immediate Release:

2010 NRCHA Snaffle Bit Futurity Set for September 20-October 3

The National Reined Cow Horse Association Snaffle Bit Futurity featuring the Cinch Intermediate Open Futurity, slated for September 20 - October 3, will continue its reign as the largest and most elite reined cow horse competition in the world when it converges on the Reno Livestock Events Center in Reno, Nevada. Exhibitors from all corners of the United States and Canada, as well as fans from across the globe, annually make the trip to the Biggest Little City in the World to participate in the Snaffle Bit Futurity.

With over \$400,000 added, the Futurity and show is expected to pay out over \$1.1 million, as it has for the past five years! Along with that large purse, exhibitors will receive a multitude of treasures. In fact, over 100 beautiful Gist Silversmiths buckles and 15 Bob's Custom Saddles will be awarded along with signature CR Morrison bronzes and colorful ribbons.

Special activities give the Snaffle Bit Futurity a unique feel that makes it much more than just a horse show. Shopping is a priority for many people - and with the

NRCHA Corporate Partner and NRCHA Breeder Sponsor Booths situated around the arena concourse, there will be ample opportunity to peruse and purchase. Plus, the *Best of the West Trade Show* will be set up in the Trade Show Hall just outside the coliseum. The large group of vendors sells everything from western décor, to clothing, to books, to tack, and trailers, plus everything else in between. The Best of the West Trade Show opens daily at 9 a.m. beginning on September 25.

And if someone needs a big ticket item - like a top bred reined cow horse - then they might just find it at the Snaffle Bit Futurity Horse Sales, sponsored by Markel Insurance Company, held September 30-October 1. The Snaffle Bit Futurity Sales are some of the most highly-anticipated in the western performance horse world. For more information, including a list of consignments, go to www.nrcha.com.

But reined cow horse fans don't have to shell out the big bucks to take home a fine prospect. They can still have a chance to win the Ward Ranch-bred colt, Master N Pep, for just a \$10 donation with the NRCHA-Ward Ranch Raffle Colt. The winner will be drawn during the Open Finals on Sunday, October 3, and need not be present to win.

New for 2010 are special educational seminars throughout two weeks of the show. From nutrition to equine health to show strategy, there is certain to be something of interest for everyone. A complete schedule of the seminars, and their locations, can be found on the NRCHA website.

Admission is free for the first four days, after which tickets can be purchased at the Box Office or through ticketmaster.com.

The National Reined Cow Horse Association, now in its 61st year, is 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 Adequan, Bob's Custom Saddles, Cinch, Classic Equine, Gist Silversmiths, John Deere, Markel Insurance, MD Barns, Merial products ULCERGARD and EQUIOXX, Nutrena, Pfizer Animal Health, Platinum Performance, Quarter Horse News, Rios of Mercedes, and Wide World of Horses, 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.

