



For More Information, Please Contact:
Mike Hausmann
NHSRA Media Director
mike@nhsra.org

For Immediate Release:
March 9, 2010

NHSRA Welcomes Cinch Jeans and Shirts As New Sponsor

The National High School Rodeo Association (NHSRA) is proud to announce that it has signed a new sponsorship agreement with Cinch Jeans and Shirts to become the “Official Jeans and Shirts” of the NHSRA. Created in 1996, the Cinch brand of clothing is made and marketed by Rocky Mountain Clothing Company, a division of Miller International, Inc.

“This is a fantastic opportunity and a significant milestone for the Cinch brand,” says Keith Munde, Vice President of Sales and Marketing for Rocky Mountain Clothing Company. “The past fourteen years have been a great ride for us and we can’t wait to get started working with the NHSRA and its members.”

“Our sales representatives live a western lifestyle,” Munde says. “And in the mid 1990’s, we began to notice a trend in the types of clothing that young people at rodeos were wearing. Our response to that was how the Cinch brand was born. Today, our dedication to maintaining that ‘cutting edge’ remains strong. We are here to support the next generation of rodeo and to assist to the extent we can in promoting the western rodeo lifestyle. And to do that, we constantly evolve by keeping our product fresh, sponsoring important industry events, and utilizing the latest technology to reach as many people as possible.”

“This is a very exciting time for us and we are happy to welcome Cinch Jeans and Shirts on board,” says Kent L. Sturman, NHSRA Executive Director. “The staff at Cinch has some amazing ideas that will really help guide our Association and its members toward the future. We look forward to a long and meaningful relationship to promote rodeo for many years to come.”

“As we transition, we also wish to thank Wrangler Jeans and Shirts for their past support of the NHSRA throughout the years,” Sturman notes. “Much of what the Association has accomplished is due to their dedication and we will always be grateful for their support.” Over the coming weeks, staff members of the NHSRA and Cinch will work to transition current sponsor programs, as well as plan for the future.

For more information on the Cinch and Cruel Girl brand lines, please visit www.cinchjeans.com and www.cruelgirl.com.

(Continued on following page)

The National High School Rodeo Association is one of the fastest growing youth organizations in the nation, with an annual membership of over 10,500 students from 41 states, five Canadian provinces and Australia. The Association sanctions over 1,400 rodeos each year. The NHSRA is governed by a national board of directors, which consists of one member from each state or province. A staff at the national headquarters in Denver, Colorado, handles the day- to-day operations. For more information on the NHSRA, visit the association's official website located at www.nhsra.org.