



**CHEYENNE**  
**FRONTIER DAYS™**  
World's Largest Outdoor Rodeo & Western Celebration

## **THE COWBOY CHANNEL AND CHEYENNE FRONTIER DAYS ANNOUNCE PARTNERSHIP**

*The Cowboy Channel continues to strengthen its commitment to Western sports and rodeo with LIVE broadcast coverage of all nine performances at the “Daddy of ‘em All”*

**FOR IMMEDIATE RELEASE: March 4, 2019**

**Fort Worth, TX – March 4, 2019** – In an announcement during the Finals for [RFD-TV’s \*The American\*](#), [The Cowboy Channel](#), announced a partnership with [Cheyenne Frontier Days™](#) to broadcast live all nine days of rodeo action and feature other Western lifestyle activities from their “World’s Largest Outdoor Rodeo & Western Celebration.” The event and live coverage takes place July 19-28, 2019, from Cheyenne, Wyo. Broadcasting the event will help fill the need for more Western sports and Western lifestyle coverage and attract new fans to rodeo.

Available in 42 million households, The Cowboy Channel was established to expand and improve coverage of Western sports programming and the Western lifestyle, which is perfectly aligned with the events at Cheyenne Frontier Days™. “The Cowboy Channel is proud to partner with Cheyenne Frontier Days™ as the first organization to agree to carry all nine days of action-packed rodeo,” said Patrick Gottsch, Founder and President of The Cowboy Channel.

Known for its fast pace and large number of contestants, Cheyenne Frontier Days™ rodeo ensures viewers will see top-notch athletes in action. “The opportunity to broadcast live and provide [on-line content](#) of Cheyenne Frontier Days™ will give avid rodeo fans the excitement they crave and also expose the sport to a group of new fans who can then come experience the nine day ‘Festival Unlike Any Other,’ next year,” stated The Cowboy Channel’s CEO, Raquel Gottsch.

“We are excited about this new partnership with the Cowboy Channel. The futuristic thinking of this organization brings a new way to promote the Western lifestyle and sport of rodeo. This partnership will take events like Cheyenne Frontier Days™ and expand them to new audiences,” said Tom Hirsig, Cheyenne Frontier Days™ CEO.

By continuously adding Western content, The Cowboy Channel is focused on expanding both its rural and urban viewership. Similarly, Cheyenne Frontier Days™ intends to continue their growth, which includes plans to expand and [improve their 83-acre park](#). The future is bright for both companies and the partnership will further their plans of providing the best in western entertainment.

### **About The Cowboy Channel:**

[The Cowboy Channel](#) is the first 24-hour television network totally dedicated to western sports and the western lifestyle. Headquartered in the Fort Worth Stockyards, The Cowboy Channel features content focused on rodeo, bull riding, roping, reining, barrel racing, and other western sports genres, along with western fashion, music, and movies. The lineup also features a wide variety of “live” coverage from major western events showcasing the world’s toughest and most talented cowboys and cowgirls. The network enjoys distribution into 42 million homes on cable/satellite systems on DISH, DIRECTV®, AT&T U-Verse, Charter Spectrum, Cox, Comcast, Mediacom, Verizon FIOS TV, and many other rural cable systems. In addition, The Cowboy Channel can be streamed via Sling TV’s Heartland Extra package.



**CHEYENNE**  
**FRONTIER DAYS™**  
World's Largest Outdoor Rodeo & Western Celebration

**About Cheyenne Frontier Days:**

With roots dating back to 1897, Cheyenne Frontier Days™ draws top rodeo professionals who compete for more than \$1 million in cash and prizes. Complementing the rodeo action are behind-the-chutes tours, trick riding and a wild-horse race. A Native American Village, an Old Frontier Town, saloons and dancing, a chuck wagon cook-off, pancake breakfasts and a Western art show continue the frontier theme. Rounding out the program are a carnival midway, a performance by the USAF Thunderbirds, top-name entertainment, Professional Bull Riders (PBR) and several parades that include antique carriages and automobiles. Cheyenne Frontier Days™ takes place each summer during the last full week in July.

**About RFD-TV The American:**

[RFD-TV The American](#) is the results of a full-year of work. Qualifying events are held across the country, throughout the calendar year as ropers and riders hope to compete in Arlington during the world's richest one-day rodeo. RFD-TV's The American is an annual event that occurs each year at the Dallas Cowboys' AT&T Stadium in Arlington, TX. The American is now "the world's richest weekend in Western Sports" and will pay out \$2.35 million through a series of qualifiers, The Semi-Finals, and the final event, RFD-TV's The American. The event unites the top athletes in the world from the PRCA and pits them against underdogs who advance from The American Semi-Finals, together to battle for the biggest single paycheck of their lives.

**Media Contact:**

e: [pr@rfdtv.com](mailto:pr@rfdtv.com), (402) 301-8536

Jenna Daley, Chief Marketing Officer, RFD-TV, e: [jenna@rfdtv.com](mailto:jenna@rfdtv.com), o: (615) 296-9357

###