

**FOR IMMEDIATE RELEASE**

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## **PATRIOT ANNOUNCES TITLE SPONSOR AND \$100,000 BONUS ROUND**

**Fort Worth, Texas** –Hooey will return as the official title partner of the world’s largest and richest youth rodeo, Junior Patriot Rodeo. Breakaway, Tie-down, Barrel Racing, Steer Wrestling, Team Roping, Goat Tying, Pole Bending, Saddle Bronc, Bareback, and Bull Riding will all play a part in this epic event. Over 25 Qualifiers will take place across the country in each of the events, and will include 19 and under, 15 and under and 12 and under age divisions. “Hooey’s innovative business approach is similar to that of the Jr Patriot; creative, bold, and courageous. Big things are in motion for the 2022 Finale”, said Kevin Hall owner of Patriot Events.

“We don’t make a habit of sponsoring events just to get our name on a sign,” explains Hooey CEO Joey Austin. “We have to believe in the mission. After seeing what Patriot Events has accomplished for youth rodeo in such a short period of time, the impact is undeniable. We plan to help any way we can, including using our resources to enhance apparel design and capture video content worthy of such high-end production value.”

Fresh off of its MILLION DOLLAR event, the Hooey Jr Patriot announced its creation of youth rodeo’s richest rodeo round, the “\$100,000 BONUS ROUND”, which will propel the already largest and richest youth rodeo event into uncharted and unparalleled levels in the Youth Rodeo World. “We’ve set out to do things never before done in the Youth World. I guess you could say that we’ve broke the glass ceiling”, said Andrea Hall of the Hooey JR Patriot.

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### ***About The Patriot Event and Jr Patriot Rodeo***

The Patriot is a multi-equine sport and entertainment entity, founded in 2014. The Patriot hosts many events, including: team roping, barrel racing, calf roping, steer wrestling, goat tying, pole bending and rough stock. The Patriot Event runs a series of Nationwide Qualifying Events to feed into two Finale Events, Patriot Vegas in December and Patriot Fort Worth each February. Showmanship is held in the highest regard and has been a focal point in all Patriot Event productions.

The Jr Patriot Rodeo is a youth multi-equine rodeo production, developed by The Patriot Event to advance the sport of rodeo from the ground up. A series of over 100 qualifiers feed contestants from across the globe to gather in Fort Worth for one of the greatest events of the year. Together with their Sanctioning Bodies, the Jr Patriot has proven to be a leading innovator in the Western World’s Youth Industry.

### ***About Hooey Brands***

Based in Spring Branch Texas, Hooey is one of the fastest growing western apparel brands in the nation. Adopting a non-traditional approach to product development, Hooey takes pride in providing a new alternative for those who prefer a different take on the status-quo. **BE ORIGINAL.**