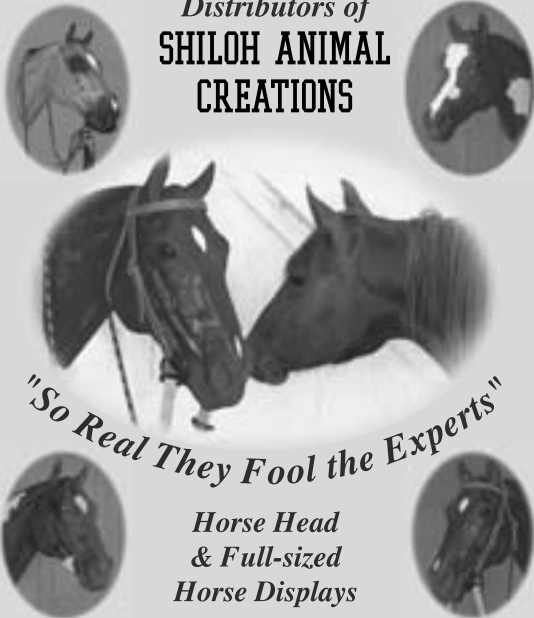


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INDUSTRY INSIDER

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the celebration in July. Media outlets across the country are discovering the celebration, which means Bethany and her staff have lots of opportunities to be on radio and television and to appear in print. A variety of recording artists have also stepped up to the plate and are promoting Cowboy Day during their appearances around the country. Ten states now have the official Cowboy flag flying, and it's even being flown in Iraq. Rockmount Ranch Wear is designing the official limited edition National Day of the Cowboy necktie, proceeds from which will go to financing efforts to spread the word about the celebration. If you'd like to stay abreast of what Bethany and her group are planning, sign up for the newsletter by emailing your contact information to info@national-dayofthecowboy.com.

EXTREME MAKEOVER, EXTREME GENEROSITY



When ABC's "Extreme Makeover Home Edition" decided to help the Billy Jack and Anne Barrett family of Colorado, a number of companies in the

equine trade industry stepped up to the plate by donating goods and services. The Barretts were horse trainers for many years and then decided to turn their attentions to wayward children. Their home had become seriously undersized, so Ty Pennington and his crew chose them for the makeover. If you've ever watched the show, you know that the family chosen gets new just about everything. Among the donors for this episode were Alamo Saddlery, American Quarterhorse Association, Breyer Horses, Champion Rodeo Supply, Justin Boot Co., Montana Silversmiths, Priefert, Professional's Choice, HatCo, Western International, PRCA, PBR, Monty Roberts and Wrangler, among others. Many of the companies are ballyhooing their participation on their Web sites and in press releases.

If you have something you'd like The Insider to hear about, call (952)930-4363, or email your information to the editor at pwahl@tackntogs.com, and he'll pass the details along. ☺

