



Ariat Launches 'Bring It'

A dynamic Western brand campaign highlighting members of the Ariat Pro Rodeo Team is being rolled out. "Bring It" will include TV and radio broadcasts, print advertising and in-store signage promotions, capturing the competitive spirit and toughness of rodeo athletes and Ariat products. Allen Bach, Luke Branquinho, Stran Smith (pictured here) and Travis Tryan, among others, are part of the Ariat team. > IN CONTINUED

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