



**TETON RIDGE LAUNCHES INNOVATIVE
WORKING WESTERN SPORTING EVENT FEATURING ALL THREE
DISCIPLINES: CUTTING, REINED COW HORSE & REINING TO
DEBUT DURING THE AMERICAN RODEO 2023**

**THE AMERICAN PERFORMANCE HORSEMAN –
THE FIRST OF ITS KIND COMPETITIVE EXHIBITION.**

Expanding upon its commitment to elevate and positively impact the western industry, Teton Ridge unveiled an unprecedented new event - The American Performance Horseman that will make its debut on Friday, March 10, 2023 in Arlington, Texas at The American Rodeo western weekend.

For the first time ever, the top five year-end money earning professionals in cutting, reined cow horse and reining will come together to compete for \$1,000,000 in prize money in a competitive exhibition format. The American Rodeo will provide a global stage for the athletes of each western equine sports discipline to compete not only for individual prize payouts, but also a first of its kind team format as well. The American Performance Horseman is a prestigious competitive exhibition that is supported by AQHA, APHA, NRHA, NCHA and NRCHA, with all associations excited for their respective communities to be celebrated and showcased to the world in this unparalleled format.

"AS TETON RIDGE CONTINUES TO MAKE GREAT STRIDES TO BRING THE ICONIC EVENTS IN THE WESTERN INDUSTRY TO A BROADER AUDIENCE, IT WAS ONLY NATURAL TO CREATE AN EVENT TO PAY HOMAGE TO THE MOST PRESTIGIOUS COMPETITORS IN WESTERN PERFORMANCE SPORTS AND THEIR INCREDIBLE EQUINE PARTNERS."- JOE LOVERRO, PRESIDENT OF TETON RIDGE SPORTS



The American Performance Horseman will consist of the top five riders from each of the three disciplines with the highest show earnings from 2022 show season as tracked by each association.

Fusing the elements of legacy and competition, The American Performance Horseman is the creation and vision of Teton Ridge and is an ode to the past, present and future of the western equine performance sports. Riders will compete for team and individual prize money but most importantly the prestigious title of champion as part of The American Rodeo 2023 western weekend in Arlington, Texas.

“The American Performance Horseman isn’t another horse show, it’s a celebration of the western horse sports and our athletes at the highest level,” stated Anna Morrison, NRCHA Executive Director. “With a shortened format showcasing the top five riders of the year in each discipline, it will pack the excitement of our industry’s top talent in an hour-long production that will bring the sports we love to an entirely new audience.”

The American Performance Horseman will offer fans a groundbreaking new way to embrace and support the legacy of the American West on the eve of The American Rodeo as a celebration of the 10th anniversary of the world's richest rodeo.

For more information on The American Performance Horseman and to sign up for the ticket wait list, please visit americanrodeo.com/american-horseman.

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