

Beyond Rodeo

It is an honor to be airing on a network that hits America in the Heartland.

Beyond Rodeo is an exciting new program hosted by hall of fame rodeo announcer Hadley Barrett, and Country entertainer Susie Dobbs. With this team's charisma you won't want to miss this new program. Hadley Barrett has been an icon in the Rodeo industry for more than 40 years and is coined as "The voice of Rodeo" Susie Dobbs brings the energy and enthusiasm she uses to entertain thousands from stage, to the screen and keeps you on the edge of your seats with every story.

"Beyond Rodeo" brings the fastest growing extreme sport to the fans in a new and exciting format. Join Hadley Barrett as he talks to your favorite rodeo cowboys and cowgirls to find out the real stories from behind the chutes. Find out the bumps and turns they encountered on the trail to becoming rodeo athletes. Join Susie Dobbs on the road as she visits some of America's favorite rodeos, drops in on some of the rodeo industries rodeo families, tells stories of equine champions, seeing eye horses, and therapeutic riding programs. If it has to do with horses or the western way of life, you can bet Susie will be there to bring you the story.

Beyond Rodeo will have weekly western fashion tips from our friends at RCC western stores to help take the guesswork out of putting together the right western wardrobe. Susie Dobbs will also stop along the trail to discover the cowboys and cowgirls favorite gadgets that make life easier, in the segment "What's in your Barn."

When asked how Beyond Rodeo got its start, Susie Dobbs had this to say. "I believe there are a lot of rodeo fans in America that would like to know a little more about their favorite cowboys and cowgirls besides the score of their last ride. The men and women that make rodeo their job are stars in their own right. I believe that they are more than just an 8-



Beyond Rodeo with Susie Dobbs and Hadley Barrett

second ride and it was high time they got to tell their own stories." Dobbs grew up around the rodeo, with her father being on the Buffalo Bill Rodeo Committee in North Platte Nebraska she was able to get an insider look at the sport of rodeo. "I have made a living entertaining and singing country music at many of the country's major rodeos, and one thing I can say, is that the folks that center their lives around that arena make you feel like you are part of their family, the rodeo family. You just can't find support and love like that anywhere else and I am proud to be a part of it."

Beyond Rodeo with Susie Dobbs and Hadley Barrett is a long awaited look into a sport that has everyone saying "My heroes have always been cowboys."

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