



Justin Cowboy Crisis Fund Silent Auction

To be held during the PRCA Convention, December 1 & 2, 2009

South Point Hotel, Las Vegas, NV

All proceeds benefit the Justin Cowboy Crisis Fund

We invite you to assist the Justin Cowboy Crisis Fund (JCCF) give injured rodeo athletes "A HAND UP" by contributing an item to a silent auction that will be held during the 2009 PRCA Convention in Las Vegas. All proceeds from the silent auction will directly benefit JCCF. The PRCA Convention JCCF Auction held last year raised nearly \$20,000 since inception! Thanks to everyone who donated and bid on the items.

In 1989 The Justin Boot Company formed a partnership with the PRCA to establish the Justin Cowboy Crisis Fund. The JCCF's premise is to lend a helping hand to professional rodeo athletes and their families in the event of catastrophic injuries. The fund fills the void of financial hardship when the inevitable serious injury interferes with the careers of those who have dedicated their lives to the sport. Assistance awards are based on the severity of injury, the number of dependents and the applicant's financial situation. The Fund also takes into consideration the individual's involvement in and/or contribution to the sport of professional rodeo.

Unique among today's numerous charitable organizations, the Justin Cowboy Crisis Fund stands above the rest by dedicating 100% of all contributions received for disbursement to eligible applicants. This is made possible by the generous sponsorship of the Justin Boot Company, which underwrites all administrative costs associated with managing the JCCF, leaving all monies received through contributions to serve their intended purpose. JCCF has assisted more than 700 injured rodeo athletes and their families with over \$5 million in assistance since inception.

PRCA CONVENTION SILENT AUCTION PLEDGE FORM

NAME _____ TITLE _____

ORGANIZATION _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE/FAX _____ E-MAIL _____

PRODUCT(S) TO BE DONATED & VALUE _____

RECOMMENDED STARTING BID: _____

RETURN FORM & ITEMS BY NOVEMBER 1, 2009 TO:

Justin Cowboy Crisis Fund

Cindy Schonholtz, Program Manager

101 Pro Rodeo Drive

Colorado Springs, CO 80919

Questions: Contact Cindy at 719-528-4794 or jccinfo@prorodeo.com

Thanks for helping JCCF give injured rodeo athletes "A Hand Up"!