



April 1, 2020

Dear ProRodeo Family,

As we've all experienced, the COVID-19 pandemic has greatly affected our communities around the world. The PRCA family is no different and we are facing the same unprecedented challenges as are our friends, families and neighbors. This involves all of us and we will get through it together.

Our primary concern is for the health and well-being of you and your families. As such, priority one for us will be to get rodeoing as soon as we get the "all clear." Our team is working to consider every alternative where we can do this safely with you. Our current hope, if we all do our part, is that we may be able to start late May or early June. If it's earlier, we will be ready to go with a focus of making this one of the best years ever!

In the meantime, we would appreciate if you would consider the following:

- **Visit the COVID-19 tab on ProRodeo.com for the latest news and resources.**
 - We are currently working to understand how Small Business Administration financial assistance might apply to all member categories and will post those resources as they are better defined.
- **Please send video content for use with Cowboy Channel and PRCA It's about Humans not Highlights – Our fans greatly appreciate these efforts.**
 - We are asking all members to consider sharing/giving us encouraging, humorous messages 20-30 seconds long on how you and your loved ones are working through this challenging time. Please send to prcamedia@prorodeo.com.
 - Rodeo committees, please let us know if you would like to partner with us pulling together a short story on your rodeo, your community and the charities you support. We will work to integrate it into our Cowboy Channel programming. Burwell, Nebraska is a great example of what we would like to work with you to develop. <https://youtu.be/28KGfz9DQUo?t=4>
 - Do you know an inspirational story about our members that you might share?
- **Continue to recognize and thank our fans, sponsors, and media partner.** They are always important but in challenging times like we are now experiencing, it is as important as ever.

We are all in this together. Being in ProRodeo means being part of a community, and communities take care of each other. These are challenging, uncertain times and many of us find our lives disrupted in ways we've never experienced. It's in times like these that the importance of community in keeping us all healthy, safe, and strong becomes clear. Every setback is a setup for a major comeback.

Thank you for trusting and partnering with us. We join with you in praying for our leadership in the country to get through this as quickly as possible.

Best regards,

George Taylor
Chief Executive Officer

