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W H I S K Y



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MEDIA CONTACT

Ryan Roccaforte

roccaforte@fwv-us.com

919-277-1169

Pendleton[®] Whisky Announces 2014 Legendary Cowboy Team

16 PRCA Riders Selected to Join Program Rewarding Cowboys Competing at Both Ends of the Arena

HOOD RIVER, Ore. (Dec. 15, 2014) – Pendleton[®] Whisky, the official spirit of the Professional Rodeo Cowboys Association (PRCA) and the presenting sponsor of the All American ProRodeo Series, announced today the qualifying cowboys of its Legendary Cowboy Program, a platform designed to honor and encourage professional rodeo cowboys currently competing in a roughstock event and a timed event at PRCA-sanctioned rodeos across the country.

The Pendleton Whisky Legendary Cowboy program, now in its second year, was established to continue the traditions and heritage of the sport of rodeo by identifying and supporting the all-around cowboys of today.

16 cowboys have been accepted into this program, including newcomers Wade Harvey, Tyrel Nelson, Logan Allen, John Leinaweaver, Kaden Deal, Joe Wilson, Kaleb Asay, Josi Young, Wade Sundell, Travis Raey and Joe Frost. These riders will join Kyle Whitaker, Bobby Mote, Steven Peebles, Luke Gee and Jesse Jolly, who have all been accepted back to the program for a second year. Mote, Peebles and Sundell competed at this year's Wrangler National Final Rodeo (WNFR) earlier this month.

“Pendleton Whisky, much like the 16 talented riders and ropers accepted into the Legendary Cowboy Program, are born of the rich tradition that celebrates and honors the bold spirit of integrity, independence and hard work,” said Ron Dodge, Hood River Distillers president and CEO. “We’re pleased to welcome this rare breed of all-around rodeo cowboy into our program, and embrace the legacy of those who originated the sport.”

To qualify for the Pendleton Whisky Legendary Cowboy Program, cowboys must be PRCA members, 21 years of age and older, compete in at least two events consisting of one roughstock and one timed event during the current rodeo season, and demonstrate Pendleton Whisky brand values. The official spirit of the PRCA awarded the 2014 Pendleton Whisky Legendary Cowboy Program participants with a \$250 gas card and official Pendleton Whisky Legendary Cowboy patches for adornment by qualifying cowboys during the 2014 WNFR as well as throughout the 2015 rodeo season. Cowboys also have the opportunity to qualify for additional sponsorships throughout the year at select events.

Enrollment into the program will be open Jan. 1 through Nov. 30, 2015 for the upcoming rodeo season.

For more information, please visit www.pendletonwhisky.com. For more news from Pendleton Whisky, find them on [Facebook](#), [Twitter](#) or [Instagram](#).

About Pendleton Whisky

Pendleton[®] Whisky is imported, bottled and marketed by Hood River Distillers of Hood River, Ore., and is available nationwide. The oak barrel-aged whisky uses glacier-fed spring water from Oregon's Mt.

Hood and is known for its uncommonly smooth taste and rich, complex flavor. Pendleton Whisky is the official spirit of the Professional Rodeo Cowboys Association (PRCA), and the presenting sponsor of the All American ProRodeo Series, which includes 400-plus PRCA rodeos.

About Hood River Distillers

Founded in 1934 and headquartered in Hood River, Ore., Hood River Distillers is the Northwest's largest and oldest importer, producer, bottler, and marketer of distilled spirits. Pendleton® Whisky, Pendleton® 1910 Rye Whisky, Broker's® London Dry Gin, Sinfire® Cinnamon Whisky, Yazi® Ginger Vodka, ULLR® Nordic Libation, HRD® Vodka, Lucid® Absinthe Supérieure, the complete line of Monarch® distilled spirits and the Clear Creek Distillery portfolio are just a few of the company's brands distributed across the country. Hood River Distillers is a member of the Foundation for Advancing Alcohol Responsibility and promotes responsible drinking habits. For more information, visit www.hrdspirits.com.

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