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**The Miss Rodeo USA Association Welcomes
Gold Diggers as their Official Crown Sponsor**

RAPID CITY, SOUTH DAKOTA: The Miss Rodeo USA Association today formally announces a new partnership with Gold Diggers. Gold Diggers has graciously donated two crowns to the Association. One will be worn by the current Miss Rodeo USA during her year of travel representing the International Professional Rodeo Association and the Miss Rodeo USA Association. The other will be showcased at various events and venues throughout the year and allow both the incoming and outgoing queen to have a crown during the annual pageant.

To recognize and celebrate this new partnership, there will be an event to introduce the new Miss Rodeo USA Crown and to give recognition to the crown sponsor. This event will start at 1:00 PM and be held at Central States Fairgrounds in Rapid City, South Dakota in the Fine Arts Building on May 22, 2023.

“The Miss Rodeo USA organization chose Rapid City, SD to do our official unveiling of the new crowns not only because it is the home to Gold Diggers, Stammers and Decory but also because of Cecilia Steen of Scenic, SD. She has created a relationship and collaboration between these amazing sponsors and the Miss Rodeo USA organization.” -Tish Ross, Miss Rodeo USA Pageant Director

“It is said that great things are never done by one person, but by a team of people. Wow, what a team this was!” -Cecilia Steen, Executive Director

Central States Fair & Black Hills Stock Show Rodeo Queen Pageant

“As a representative of Gold Diggers & Stamper Black Hills Gold Jewelry, I am honored for our team to be involved and to be able to provide such a unique crown for Miss Rodeo USA. When I started in this business, I never imagined I would be involved in producing crowns for rodeo queens. One thing led to another and now we have created an amazing & timeless piece that will be able to be enjoyed for many Miss Rodeo USA queens to come. Thank you for this amazing opportunity.” -Lucas Wheeler,

“The generous donation of the custom designed Black Hills Gold and Silver Miss Rodeo USA perpetual crown by Gold Diggers is an important milestone in the journey of the Miss Rodeo USA Association. The beautifully crafted statement piece combines both western elegance and the traditional look of the Miss Rodeo USA logo to make this a crown that will withstand the test of time. Cowgirls from across the nation will dream of having the honor of wearing this crown both now and throughout future generations.” -Beth Weldon, Miss Rodeo USA Chairman

About THE MISS RODEO USA ASSOCIATION: The Miss Rodeo USA Association is proud to have represented the International Professional Rodeo Association for over five decades. Young ladies from around the nation have competed and won the coveted title that is awarded each January at the International Finals Rodeo in Oklahoma City, Oklahoma. Through the love of rodeo, generous sponsorships, and embracing our heritage while focusing on our future, the Miss Rodeo USA Association hopes to continue to grow and offer the opportunity of a lifetime to cowgirls across the United States.

About GOLD DIGGERS & STAMPER GENUINE BLACK HILLS GOLD: As Black Hills gold become more popular in the early 1900's, individual crafts people began adding their own, distinct touches. This unique styling was passed down through the generations and remains visible as experts in the industry can still identify the different families of design. Gold Diggers produces and sells two of these families: Gold Diggers Black Hills Gold and Stamper Genuine Black Hills Gold. Each is steeped in tradition and, while they may look similar, look carefully and you will note distinct differences.

Photos for download:



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