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For Immediate Release

KENTUCKY WOMAN BRINGS MISS RODEO USA CROWN HOME FOR FIRST TIME IN HISTORY

OKLAHOMA CITY, (January 17, 2017) – Brittany Howard, a 24-year-old Kentucky cowgirl will reign as Miss Rodeo USA 2017, successfully bringing the title to the Bluegrass State for the first time in pageant’s 51-year history. Howard received the honor in Oklahoma City at the final performance of the International Finals Rodeo (IFR), the culminating event for the International Professional Rodeo Association (IPRA). In addition, the IFR marks the conclusion to the seven-day Miss Rodeo USA pageant where young women from across the United States vie for the opportunity to serve as the official ambassador for the sport of professional rodeo.

Twelve contestants endured the week-long pageant and were challenged with judged events such as delivering prepared speeches, riding unfamiliar horses, completing daily interviews, performing in modeling shows and facing a 12-page written exam. The young lady selected for the position must exhibit the ability to travel efficiently, speak professionally, act as a role model and positively promote rodeo and the western culture. She will be expected to travel to rodeos nearly every weekend for one year, traveling a distance of approximately 100,000 miles before passing on the crown to the next ambassador.

“I am so honored and blessed with the opportunity to represent the IPRA and the western way of life. I can’t wait to promote the greatest sport on dirt and travel across the country as Miss Rodeo USA 2017,” said Howard after her crowning moment. “I’ve been given one year to experience a lifetime’s worth of memories through traveling and meeting new extraordinary people. I don’t plan to waste a second!”

Howard, a 2014 graduate of Murray State University, resides in Slaughters, Ky. where she works as a licensed Veterinary Technologist. Her resume includes a Bachelor’s of Science degree in Agriculture and future aspirations include a Master’s Degree in Agribusiness. She enjoys being an active member of her community church, volunteering with equine therapy programs and is currently working toward obtaining her private pilot’s license.

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The newly crowned Miss Rodeo USA, represented the Sunbelt Ag Expo, “North America’s Premier Farm Show” in Moultrie, Georgia as Miss Sunbelt Rodeo Queen upon entering the 2017 pageant. She considers both Kentucky and Georgia as a home-state and anticipates numerous events in both throughout the year. Howard will begin her reign by hosting a fundraising event that will serve as her coronation celebration for her new title. Information regarding her fundraising efforts, current schedule, how to book Miss Rodeo USA for an upcoming event, or to follow her journey visit www.missrodeousa.com or find @missrodeousa on social media.

About the Miss Rodeo USA Association

The Miss Rodeo USA Association is a division of the International Professional Rodeo Association. Since 1966, the IPRA Board of Governors and the Miss Rodeo USA Association have orchestrated the national pageant and selection of an ambassador. The scholarship pageant promotes higher education, personal growth and professionalism through clinics and pageant activities and provides awards and career advancement sponsorships. Having celebrated the 50th anniversary pageant in 2016, the Miss Rodeo USA Association is continually seeking volunteers and sponsors to better the opportunities it may provide to young women across the country.

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