

**Contact Information**

Jamie Harrison  
Miss Rodeo USA Association, Chairman  
Phone: 405-892-2826  
Email: missrodeousainfo@gmail.com



For Immediate Release

**MISS RODEO USA CROWNS THE TENTH ALABAMIAN IN 56 YEAR HISTORY**

GUTHRIE, OKLAHOMA, (January 19, 2021) – Kylee Campbell, a 19-year-old Huntsville, Alabama cowgirl, will reign as Miss Rodeo USA 2021. With this honor, Campbell marks the history books as the tenth Alabamian to hold the prestigious title and the state now holds the record for the highest number of titleholders in the pageants 56-year history.

On Sunday, January 17, 2021, Campbell received the honor in Guthrie, Okla. 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 six-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.

Multiple contestants endured the lengthy pageant and were challenged with judged events such as delivering prepared speeches, riding unfamiliar horses, completing daily interviews, performing in modeling shows and facing an extensive written exam. The young lady selected for the position must exhibit the ability to travel independently, 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.

While it is traditional that Miss Rodeo USA will be expected to travel a great distance during her reign promoting professional rodeo, 2020 taught us that all industries can be impacted by the threat and need for precautions surrounding COVID-19, including rodeo events. The IPRA and Miss Rodeo USA Association are confident in their ability to continue operating at a safe capacity with constant reassessment throughout the year. As a nation we continue to adapt to the changes this virus has forced upon us and Miss Rodeo USA will no less than thrive under the harsh realities if presented during her year. From virtual interviews with local broadcast stations to Facebook LIVE one-on-one sessions with fans, Campbell will work with her associations throughout the year to creativity, effectively, and safety promote the professional sport of rodeo.

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“Preparation for this week of competition has been a work in progress since I was 11-years old and it was more than rhinestones and smiles for me. I met lifelong friends and was able to put my equine and rodeo knowledge to the test. I always say the only person you are competing against is the one in the mirror,” said Campbell. “I would not be where I am today without the amazing support from my family, friends and mentors. Words cannot describe how thankful I am for my horse show and rodeo families who let me ride horses, help doctor horses, and ask so many questions. I hope to make the most of 2021 on the rodeo road while sharing my platform of Mentoring Matters.”

Campbell, the daughter of Kerry and Allan Holcombe and James Campbell, is a student at the University of Alabama where she is on the Dean’s List as well as competes on the school’s western equestrian team as a reining and horsemanship competitor. While her classes will be placed on hold during her year due to her travel schedule, she plans to graduate with a major in Public Relations and a minor in Agricultural-Business. She hopes to use her experience and education to develop a non-profit business with a focus on mentoring through equine competition.

The newly crowned Miss Rodeo USA represented the West Point Rodeo of Cullman, AL as Miss West Point 2020 before attending the Miss Rodeo USA National Pageant as a 2021 contestant. Campbell 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](http://www.missrodeousa.com) or find @missrodeousa on social media.

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#### *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 50<sup>th</sup> anniversary pageant in 2016, the Miss Rodeo USA Association is continually seeking volunteers and sponsors in its growth to better the opportunities it may provide to young women across the country. More information can be found at [www.missrodeousa.com](http://www.missrodeousa.com).