

P E N D L E T O N
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Pendleton® Whisky Announces 2016 Legendary Cowboy Team
Nineteen PRCA Riders Recognized for Competing at Both Ends of the Arena

HOOD RIVER, Ore. (Dec. 6, 2016) – 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 the Legendary Cowboy Program, a platform created to honor all-around cowboys that embrace the legacy of those that originated the sport.

Pendleton Whisky started the Legendary Cowboy Program four years ago to keep the rich tradition of rodeo alive and pay homage to the cowboys that embody the spirit of the west.

This year, nineteen cowboys have been accepted into the program: David Peebles, RC Landingham, Wyatt Bloom, Cooper Dewitt, Buck Demers, Joey Sonnier, Colter Heckman, Lon Danley, John Leinaweaver, Audy Reed, Dakota Louis, Levi Hapney, Cash Robinson, Ryan Mackenzie, Kyle Whitaker, Joe Wilson, Kaden Deal, Luke Gee and Whit Ashe.

“We’re so excited to welcome so many new cowboys into the Pendleton family,” said Tia Bledsoe, senior brand manager, Hood River Distillers. “This is an exceptional group of cowboys and we commend them for their hard work in and out of the arena.”

To qualify for the Legendary Cowboy Program, cowboys must be active and eligible members of the PRCA and compete in at least two events consisting of one rough stock event and one timed event. All applicants must be 21 years or older and uphold the Pendleton Whisky values including but not limited to integrity and hard work.

For more information on how to apply for the 2017 team, visit www.pendletonwhisky.com. For more news from Pendleton Whisky, visit the brand 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), the presenting sponsor of the All American ProRodeo Series, and the official whisky of the PBR (Professional Bull Riders) Velocity Tour.

About Hood River Distillers

Founded in 1934 and headquartered in Hood River, Ore., Hood River Distillers is the Northwest’s largest and oldest importer, distiller, producer, bottler, and marketer of distilled spirits. Pendleton® Whisky, Pendleton® 1910 Rye Whisky, Pendleton® Midnight Whisky, Trail’s End® Kentucky Straight

Bourbon Whiskey finished with Oregon Oak, Sinfire® Cinnamon Whisky, Yazı® 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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