

P E N D L E T O N

W H I S K Y



FOR IMMEDIATE RELEASE

MEDIA CONTACT

Tara Trask

ttrask@fwv-us.com

919.277.1163

Pendleton® Whisky Honors Tradition with New Legendary Cowboy Program

The Official Spirit of ProRodeo Rewards Cowboys Competing at Both Ends of the Arena

HOOD RIVER, Ore. (May 20, 2013) – 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 launch of its Legendary Cowboy program, a platform designed to honor and encourage professional rodeo cowboys currently competing in both a rough stock event and a timed event at PRCA-sanctioned rodeos across the country.

PRCA members 21 years of age and older interested in applying can log on to the [Pendleton Whisky website](http://PendletonWhisky.com) beginning Monday, May 20 at noon EST. Applicants must compete in at least two events consisting of one rough stock event and one timed event, and display Pendleton Whisky brand values including integrity and hard work. Applications will be accepted through Friday, September 20. Those selected to participate in the 2013 Pendleton Whisky Legendary Cowboy program will receive a \$100 gas card and an official Pendleton Whisky Legendary Cowboy patch.

“Cowboys who compete at both ends of the arena today are rare, and we want to recognize those who are up to the challenge,” said Ron Dodge, Hood River Distillers president and CEO. “We are looking forward to the possibilities of this program and supporting those true, all-around cowboys.”

Pendleton Whisky, born of the rich tradition of one of the oldest and most prestigious rodeos in the world, was uniquely founded in history and heritage. The Pendleton Whisky Legendary Cowboy program was established to continue those rich traditions and heritage by identifying all-around cowboys to further promote the brand in the western lifestyle industry.

For more information, please visit www.pendletonwhisky.com. For more news from Pendleton Whisky, find them on Facebook at www.facebook.com/PendletonWhisky.

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, 1910 Rye Whisky, Broker’s® London Dry Gin, SinFire™ Cinnamon Whisky, Yazi® Ginger Vodka, ULLR® Nordic Libation, HRD® Vodka, Lucid® Absinthe Supérieure, and the complete line of Monarch® distilled spirits are just a few of the company’s brands distributed across the country. Hood River Distillers is a

member of the Century Council and promotes responsible drinking habits. For more information, visit www.hrdspirits.com.

###