

**For Immediate Release**

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# PROJECT COWBOY

## **Project Cowboy Hits TV This Fall**

*The equine world's first reality star search airs on RFD-TV October 10.*

Georgetown, Texas, August 25, 2011 – Project Cowboy, presented by the American Quarter Horse Association, is American Idol meets America's Got Talent for cowboys and cowgirls. The one-and-a-half-hour special will show highlights from three-days of this international talent search as more than 160 contestants vie to be named the "Great American Horseman." Project Cowboy, presented by the American Quarter Horse Association, will air October 10 at 7:30 p.m. Eastern on RFD-TV.

Jointly produced by Patti Colbert Enterprises, producer of the Extreme Mustang Makeover events, and Tootie Bland Productions, creator of the popular Road to the Horse competitions, Project Cowboy, presented by the American Quarter Horse Association, was filmed as a reality TV pilot and included many twists and turns.

Project Cowboy, presented by the American Quarter Horse Association, seeks the individual who best represents the spirit of the cowboy. Cowboy isn't the clothes you wear or the saddle you ride, but a state of mind. From equitation riders to rodeo competitors, mailmen to ranch hands, ordinary to extraordinary, Project Cowboy will put riders from all different disciplines through the paces to find the winner, who will ride away with \$10,000 cash and many benefits to help launch their equine career.

Open to all horse enthusiasts, riders had to demonstrate exceptional horsemanship and communication skills in never-before-seen competitions. Having a well-trained horse could help you advance to the next round, but contestants also needed star power in front of the camera and behind a microphone. They also demonstrated their training abilities with untouched yearlings. The twists and turns will keep the audience on the edge of their seats as the field is reduced to the final three, who perform impressive freestyle routines.

Kick back and enjoy a one-and-a-half-hour special from the first-ever Project Cowboy, presented by the American Quarter Horse Association, on October 10 at 7:30 Eastern p.m.! The show will also repeat on October 11 at 9:30 a.m. Eastern. RFD-TV can be found at channel 231 on Dish Network, channel 345 on DirecTV and various local cable outlets. Visit [www.RFDtv.com](http://www.RFDtv.com) for local cable information.

The next Project Cowboy competition will be held in 2012. Details are being finalized and more information will be available soon on the Project Cowboy website, [www.projectcowboy.net](http://www.projectcowboy.net). To stay up-to-date on the latest information on Project Cowboy, become a fan on Facebook.