

WESTERN SPORTS

FOUNDATION

presented by WSM Auctioneers

101 West Riverwalk • Pueblo, CO 81003
(719) 242-2901 • WSF.org

Newsletter

Issue No. 1

SPRING 2023

Donate Today!

Our mission continues because of the generosity of our Sponsors.

All donations are welcome ... a one-time gift, a monthly commitment, or part of a matching-gifts program. Each supports our goal of **Total Athlete Wellness** for those competing in Western Lifestyle Sports by providing resources for life!

Online donations are quick + secure. To begin, simply scan the QR Code!



"The Western Sports Foundation is changing the game of Professional Rodeo and the Western Sports industry! No other organization invites a Western Sports athlete to learn all the professional skills that other professional sports athletes have access to. The most rewarding experiences I've had with the Clinics is watching the transformation in movement for each athlete from Day 1 to our last day (of Clinic). Nothing compares to the confidence gained by each athlete and the trajectory it sets for their future!"



DOUG CHAMPION

Owner and Head Coach of
Champion Living Fitness

**Read The Full
Story Inside!**

SPONSOR SPOTLIGHT

Peyton Martin Gay – Peyton's Project Runway

Western Sports Foundation is grateful to each and every Sponsor and Donor. Only through their dedication, efforts, support, and love is WSF able to meet the growing need for services in the world of western sports; and we are grateful! And so begins the story of how one loving lady has made an impact on so many western sports athletes.

Peyton Martin Gay saw a need and inserted her dream! When asked what fueled her, Peyton simply replies that she "wanted to make a difference in the life of professional western sports athletes." Recalling the assistance provided by WSF when her husband, PBR bull rider Gage and other PBR friends were injured, Peyton was motivated to ensure that the services and resources would continue to be available to others. In 2019, she began her own fundraising event; and **Peyton's Project Runway** was born!

When backstage dressing models and coordinating efforts, Peyton isn't aware of the winning bid amounts, so it is a surprise to her, as well. Her favorite part of each Show is at the conclusion of the event, when the amount raised is written on the big check for presentation to WSF ... that's when the celebration begins. For Peyton, it's "Mission complete!" Each year's goal is to be bigger + better.



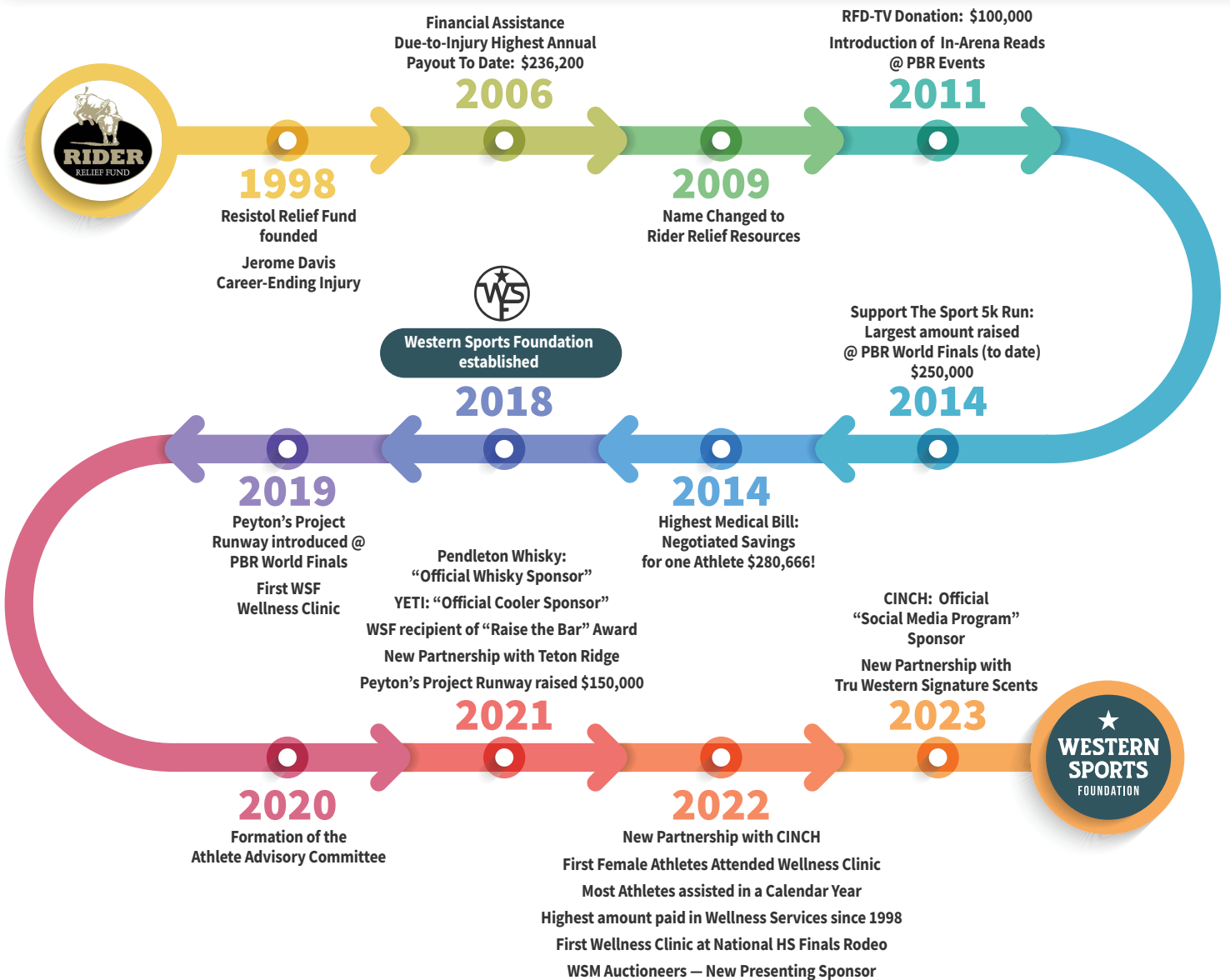
Admitting that the funds raised have reached higher than initially dreamed, Peyton's sights are on the WSF mission of providing resources for life (on and off the dirt).

This single day fashion show and auction benefitting WSF has become synonymous with PBR World Finals, and WSF couldn't be more grateful to Peyton for her unwavering support. In the past 4 years, Peyton's Project Runway has raised **\$443,000** for WSF... and we are all excited to see that amount grow during the upcoming May 19, 2023 event! Plan to join WSF for an afternoon of fun ... and see Peyton's dream surpass the Half-Million Dollar mark ... all for the benefit of western sports athletes! ★



WSF 25th Anniversary Historical Timeline

Join WSF in celebration of this 25 Year milestone during the *AMONG THE STARS AWARDS GALA* on August 24 in Austin, Texas
More excitement to share very soon!



2023 Schedule

2023 WELLNESS CLINICS

(In Frisco, TX)
May 22 – May 24
August 21 – August 23
November 13 – November 15

2023 FUNDRAISING / EVENTS

MAY: Peyton's Project Runway
(May 19 – Ft. Worth, TX) / PBR World Finals

JULY: Golf Tournament
(July 19 – Bozeman, MT)

AUG: Among the Stars Awards Gala
(August 24 – Austin, TX)

SEPT: Chute-Out Sporting Clays Tournament
(September 14 – Big Cedar Lodge, MO)

OCT: PBR Team Championship
(Oct 20 thru Oct 22 – Las Vegas, NV)

DEC: Cowboy Christmas
(Dec 7 thru Dec 16 – Las Vegas, NV)



Western Sports Foundation Sponsors

INTRODUCING WSM AUCTIONEERS, 2023 PRESENTING SPONSOR!

Although their commitment and ever-presence has been notable dating back to as early as 2016, WSF is honored to welcome **Western Sales Management**, commonly known to us all as **WSM Auctioneers**, as our new **Presenting Sponsor**!

WSM Auctioneers has specialized in the sales of Construction Equipment, Utility Trucks, Light Trucks, Equipment Trailers, and Recreational Vehicles since 1971. Owner + President, John Cadzow, leads by example and continues the family legacy of working hard, attending to even the smallest details, “always dealing fair” and providing the highest level of care for their customers. And it doesn’t stop there!

John and his wife, Shelly, also live their belief of caring for others and have generously supported and sponsored western sports athletes, as well as Western Sports Foundation, for many years. As a Title Sponsor for Peyton’s Project Runway benefitting WSF beginning with its inception in 2019, WSM Auctioneers has also sponsored multiple Top Golf events and Corks 4 Cowboys celebrations, as well as participate in other WSF fundraising activities. WSM Auctioneers is proud and excited to partner with WSF in the delivery of expanded services and opportunities for the growth and well-being of western sports athletes; and we are grateful for their commitment to the WSF mission of supporting Total Athlete Wellness! ★



WSF 2022 Statistics



NEW SPONSORS FOR 2023!

Also *NEW* this year are the addition of Wrangler, Cinch Jeans and Tru Western Signature Scents. ★



THANK YOU FOR YOUR CONTINUED SUPPORT!





WELLNESS FOCUS: Physical Wellness: Personal Training



Western Sports Foundation partners with some of the industry's best nutritionists and personal trainers who understand the demands of competing at the professional level and are passionate about the process of reaching enhanced Physical Wellness.

WSF partners with Doug Champion, Owner and Head Coach of Champion Living Fitness and his esteemed coaching staff. They specialize in creating individualized fitness programs not just for the elite rodeo athletes in professional rodeo, but for all athletes involved in rodeo or western sports. With this approach, athletes are evaluated, strengths and weaknesses identified, and then the best individualized physical preparedness plan is created based on evaluation results, current lifestyle, equipment available and the goals of each athlete.

During the past year, Doug and his team have joined the WSF family of Wellness Providers serving athletes of all disciplines in western

sports and delivering in-person coaching during our Wellness Clinics. The major focus of his training and coaching during Clinics is to equip each athlete with the necessary foundation to increase their strength, power and athleticism. This begins with an introduction to resistance training, teaching each athlete how to properly lift weights and why each exercise is important for their success. With each new Clinic day, proper movement is taught, as well as increasing the challenge of each exercise based on an athlete's current skill level!

Doug's (personal) goal is to ensure each athlete that leaves the WSF Wellness Clinics is equipped, knowing exactly what is needed to begin a personal fitness program and can properly execute the mechanics of basic resistance training movements.

WSF also offers ongoing personal training and coaching from Champion Living Fitness for athletes who are focused on continued development ... again, at no cost to the athlete! ★



Cowgirl Corner Madalyn Richards



The Western Sports Foundation is an organization unlike any other. Because of the Foundation's unique services and commitment to changing the lives of rodeo athletes, WSF has made a huge impact on my rodeo career. In 2022, I attended an Athlete Wellness Clinic where I learned about everything from mental strength to personal relations and financial management.

As a college student at Texas A&M and a rodeo athlete finishing up my rookie year in the WPRA, I am at a pivotal stage of life; and the learning opportunities within WSF have been incredibly eye-opening. WSF also introduced me to some outstanding people that will help me as I continue to navigate my professional and rodeo career.

I was recently invited to join as a member of the Athlete Advisory Committee, and I could not have been more honored. I am excited to become more involved in the organization and work alongside some of the industry's finest. As one of the first female athletes to attend an Athlete Wellness Clinic, I am looking forward to adding a new perspective to the Western Sports Foundation and be part of their continued growth and impact. ★

"...WSF has made a huge impact on my rodeo career."

MADALYN RICHARDS

SUPPORTING TOTAL ATHLETE WELLNESS FOR THOSE COMPETING IN WESTERN LIFESTYLE SPORTS BY PROVIDING RESOURCES FOR LIFE