

WESTERN SPORTS

FOUNDATION

presented by WSM Auctioneers

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

Newsletter

Issue No. 2

SUMMER 2023

Come Celebrate Our 25th Anniversary!

Western Sports Foundation is celebrating its 25th year; and we knew a special celebration was in order. We are excited to share with you details of our upcoming Awards Gala. This event will take place in Austin, Texas on Thursday, August 24 ... and will make a great kick-off to the PBR Teams Austin Gambler Days.

The WSF 'Among the Stars Gala' will bring together many stars in the Western arena: rodeo athletes, executives, influencers, special guests, and more. The evening will be filled with lots of fun, entertainment, and of course, recognition for some truly amazing individuals. We think you'll be inspired by the stories of these talented individuals and the work they are doing in Western Culture.

The impact made by WSF over the last 25 years has been because of support from donors like you. Thank you for believing in us and our mission to help Western Sports Athletes have the same resources for success that other professional athletes enjoy.

We hope you will join us in Austin for this amazing event and will appreciate your support!

For more details and to purchase tickets, please visit: WSFgala.org ★

WESTERN AWARDS GALA | AUGUST 24 | AUSTIN, TX

PRESENTED BY

AUSTIN
GAMBLERS



Scan for Details



WESTERN SPORTS FOUNDATION in partnership with WSM Auctioneers

Please share your favorite memory of the Rider Relief Fund / WSF from the past 25 years. You will be entered into a drawing to...

WIN 2 FREE TICKETS TO THE GALA!

Email your story to: mharvey@wsf.org by August 4, 2023





Western Sports Foundation Partners & Sponsors



OUTLAW
PARTNERS



OUTLAW PARTNERS!

Founded in 2009, Outlaw Partners' mission is to share stories and experiences through publications, marketing, and event productions that inspire individuals and businesses alike, to connect, create, and grow. Outlaw Partners is proud to work with the Western Sports Foundation as the beneficiary of our annual Big Sky PBR Golf Tournament and Calcutta. ★

2023 PBR MISSOURI THUNDER TEAM SPONSORSHIP!

In addition to Peyton's Project Runway, we partnered with the PBR Missouri Thunder Team to help raise funds & awareness for WSF. The Thunder generously offered t-shirts to sell for donations, and we were able to not only raise money but connect with fans in the PBR Team Pavilion. Thank you to Luke Snyder, Ross Coleman, Brittany Gross, and the entire Missouri Thunder team for their support! ★

THANK YOU FOR YOUR CONTINUED SUPPORT!



YETI



ARIAT

PENDLETON
WHISKY

BOOT BARN



CINCH
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Wrangler

tru
western
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2023 Schedule

2023 FUNDRAISING / EVENTS

JULY

Golf Tournament
July 19 - Bozeman, MT

Days of 47 Rodeo - Auction
July 19-22 & July 24
Salt Lake City, UT

AUGUST

Among the Stars Awards Gala
Aug 24 - Austin, TX

SEPTEMBER

Chute-Out
Sporting Clays Tournament
Sept 15 - Big Cedar Lodge, MO
Top Golf - Tournament
Sept 30 - Glendale, AZ

OCTOBER

PBR Team Championship
Oct 20 thru Oct 22
Las Vegas, NV

DECEMBER

Cowboy Christmas
Dec 7 thru Dec 16
Las Vegas, NV

2023 WELLNESS CLINICS

(In Frisco, TX)

November 13 - November 15



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



2023 Peyton's Project Runway



MORE THAN 1/2 MILLION DOLLARS RAISED IN 5 YEARS!

Western Sports Foundation had a front-row seat for all the action in Fort Worth in May during the PBR World Finals. Over the two-week event, WSF raised more than \$112,000 to support Western Athletes, thanks in large part to the fan-favorite, Peyton's Project Runway event.

What started five years ago as an idea by Peyton Martin-Gay has turned into a powerhouse fundraiser for WSF; this year's earnings pushed us past the half-million-dollar mark in total money earned in five years! We are so proud of Peyton and the amazing work she does! This year's show was bigger and better than ever, with many of our favorite athletes strutting their stuff on stage.

The funds raised will go a long way toward reaching our goals, and we couldn't have done it without the hard work and dedication of our volunteers and supporters. We humbly thank all the amazing sponsors, generous donors, and supporters of this event that helped us reach our goal—it means the world to us! ★

WSF 2023 YTD Statistics

303 ATHLETES 16 ASSOCIATIONS

75 CENTS OF EVERY \$1 SPENT

WENT DIRECTLY TO ATHLETE PROGRAMS + SERVICES

2 TOTAL WELLNESS CLINICS 1 COLLEGE CLINICS 1 JR. HIGH SCHOOL RODEO FINALS CLINICS

110 TOTAL CLINIC ATTENDEES 30 FEMALE CLINIC ATTENDEES





WELLNESS FOCUS

Physical Wellness: Sports-Focused Nutrition

Several years ago, **ADD Nutrition** joined the WSF family of Wellness Providers serving athletes of all disciplines in western lifestyle sports and quickly became a trusted partner to the athletes attending Wellness Clinics, as well as those requesting one-on-one coaching to reach their health goals.

April Dirteater-Roby, a registered dietitian and owner of ADD Nutrition, one of WSF's preferred Total Wellness providers, is herself an athlete, earning Pro status within the International Fitness + Body Building organization. She understands the needs of athletes and introduces nutrition that fuels and sustains them through competition, promotes healing, provides crucial nutrients for rebuilding damaged tissue, nutrition that maintains strength, delivers a healthy weight, and provides a solid nutritional foundation to support the rodeo athlete during their crazy travel schedule.

For the many athletes ready to make the commitment to improve their overall health, ADD Nutrition developed and delivers an 8-week performance nutrition course that begins with an introductory meeting to become better acquainted with the athlete as an individual and to understand their lifestyle, medical history, and eating habits. The approach employed by April and Shelena does not include telling the athletes what they "can't eat" or that they "must exercise in a specific way." Instead, educating and empowering the athlete to take nutrition into their own hands lays the groundwork for the athletes' success. The action plan developed with the athlete is further evaluated and refined during the twice-monthly coaching calls, with a focus on reviewing progress, celebrating successes, and

problem-solving to overcome challenges. Modifications are made as needed, and accountability and support are positive steps forward.

A successful nutrition plan, with realistic goals, is the recipe for immediate and life-changing success! Nutrition Wellness Services are delivered by ADD Nutrition and are available through WSF... at no cost to the athlete! ★



"Helping others reach their health and fitness goals has been my passion. As the wife of a PBR bull rider, I learned how few western sports athletes have access to this level of preparation and self-care. Partnering with WSF, we are working to change that!"

APRIL DIRTEATER-ROBY

A Word from the Executive Director

The first 6 months of 2023 have been nothing short of record breaking! In this time, we have served over 303 athletes, from 16 different organizations, hosted three Wellness Clinics and paid out over \$320,000 in services! We have also welcomed some amazing new partners. In 2023, Presenting Sponsor - WSM Auctioneers, Official Silversmiths Sponsor - Montana Silversmith, TRU Western, American Hat, and we continue to have the unwavering support of Pendleton Whisky, YETI, Boot Barn, Ariat, Cinch and the PBR.



And I cannot forget to mention the RECORD-breaking event, Peyton's Project Runway. This year we raised over \$112,000 and surpassed \$527,000 since the inception of the event in 2019! WOW and THANK YOU is all I can say. All of this could not be accomplished without each and every one of you and your support, your generosity, your belief in our mission and your passion for the Western Industry.

We are excited for what the remainder of the year will bring and are honored to have you along for the ride! I hope to see you at one of our upcoming events; and I hope you will make a special trip to Austin, to join us at our 25th Anniversary Among the Stars Gala presented by the Austin Gamblers.

From the bottom of my heart, THANK YOU!

Aubrey O'Quin

Aubrey O'Quin, Executive Director, Western Sports Foundation

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!

