

FOR IMMEDIATE RELEASE

National Reined Cow Horse Association
Callie McCarthy-Boevers
Director of Media & Communications
callie@nrcha.com



TULSA
CONVENTION &
VISITORS BUREAU



Tulsa Regional Tourism
Lauren Rogers
Marketing & Communications Manager
laurenrogers@visittulsa.com
918.810.6585

July 20, 2023

NRCHA HACKAMORE CLASSIC HEADS TO TULSA, OKLAHOMA

The event is free to attend and will feature riders from Taylor Sheridan reality series

The National Reined Cow Horse Association will host the MARS EQUESTRIAN™ Hackamore Classic, presented by Oswood Stallion Station, July 24 -30, at the Tulsa Expo Center in Tulsa, Oklahoma.

“We are so excited to have Hackamore Classic kicking off their first event in Tulsa next week at Expo Square,” said Renee McKenney, president of Tulsa Regional Tourism and senior vice president of tourism for the Tulsa Regional Chamber. “Our team has worked closely with the team at Expo Square to prepare for this massive event, which we will host for the next three years. We can’t wait to see the action as some of the world’s most talented equestrians compete throughout the week.”

The Hackamore Classic’s main competition will showcase the industry’s leading riders and top 4- and 5-year-old horses as they compete in the traditional hackamore headgear through the herd, rein, and cow events. In addition to the limited-aged event, the NRCHA will host the final qualifier for Taylor Sheridan’s The Run For A Million Cow Horse Challenge and the inaugural World’s Greatest Non Pro.

“The Hackamore Classic is a traditional event of the NRCHA, and we are proud to have it once again stand on its own in Tulsa, Oklahoma, said NRCHA Executive Director Emily Konkel. “Besides crowning the 2023 Hackamore Classic champions, five talented athletes will qualify at the third and final Run For A Million Cow Horse Challenge Qualifier, and we will name our first annual World’s Greatest Non Pro. The World’s Greatest Non Pro competition is staked with some of the best cow horse riders that the NRCHA has to offer. We are excited to host this great event at the Expo Square. Special thanks to our title sponsors, MARS Equestrian and Oswood Stallion Station, World’s Greatest Non Pro sponsor, Bimeda, and Visit Tulsa for helping this event come together.”

With the support of MARS EQUESTRIAN™ and Oswood Stallion Station, the 2023 Hackamore Classic will payout nearly a half million dollars in seven days.

The event is set to bring over 650 horses and nearly 2,000 competitors and fans from across the country to Tulsa, Oklahoma. With over 5,500 area hotel room nights booked, the show is estimated to have a direct economic impact of more than \$2.5 million, with a total economic impact estimated at nearly \$4.5 million.

The event is open to the public daily and admission is free. For complete event details, including schedule and live webcast visit nrcha.com/events/hackamore-classic.

###

About the National Reined Cow Horse Association

Based in Pilot Point, Texas, the National Reined Cow Horse Association was formed in 1949 in California, with the goal of preserving and educating the public about the rich history of this traditional horsemanship. The NRCHA is responsible for promoting the sport and ensuring high standards of competition and continuing to work to keep the Vaquero tradition alive in today's equine industry. The NRCHA also supports numerous affiliate clubs across the United States, Europe and abroad. These groups serve as the association's backbone, holding many NRCHA-sanctioned competitions and events each year. For more information on these events and reined cow horse, visit nrcha.com.

About Tulsa Regional Tourism

Tulsa Regional Tourism is northeast Oklahoma's premier accredited destination marketing organization. Housed at the Tulsa Regional Chamber, it includes the Tulsa Convention and Visitors Bureau; the Tulsa Sports Commission, an amateur sports sales and marketing organization; and the Tulsa Office of Film, Music, Arts & Culture, an accredited film commission. Tulsa Regional Tourism leads the community's bidding for and hosting of signature events like the NCAA men's basketball tournament, the Big 12 Wrestling Championship, USA BMX Grand Nationals, the Arabian Horse Association's U.S. Nationals and more. Learn more at visittulsa.com.