



For More Information:

Mike Hausmann
Media Coordinator
National High School Rodeo Association
1-800-466-4772
mike@nhsra.org

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**NHSRA Announces
Kendra Santos Communications Scholarship**

DENVER, CO – The National High School Rodeo Association is pleased to announce the Kendra Santos Communications Scholarship, which will support young rodeo athletes interested in pursuing careers in a media-related field.

Kendra Santos, who is recognized as the premiere journalist in the sport, is a longtime rodeo writer, editor and author. She currently serves as Director of Communications for the Professional Rodeo Cowboys Association (PRCA). In addition, she is a Professional Bull Riders (PBR) Contributing Editor, and serves as Editor of Spin to Win Rodeo magazine, Rodeo Editor of American Cowboy magazine and Ropers Sports News.

"It's been a long-standing mission of mine to see more rodeo kids succeed in college," Santos said. "Most of my very best friends in this world are rodeo people and it's a rare cowboy who comes along that doesn't wish he'd stayed in school and finished college. Some of my favorite memories are from my Cal Poly Rodeo days. I made lifelong friends and colleagues in college that will always be some of my closest friends. A lot of us have worked together in some capacity over the years, too."

High school seniors interested in applying for the Kendra Santos Communications Scholarship may submit an essay of 800 words or less outlining the candidate's interest in the communications field via email to advertising@nhsra.org by June 30th. Finalists may be contacted for an interview, so be sure and include complete contact information with your submission.

The \$2,500 scholarship will be awarded July 25th during the short round of the 2009 National High School Finals Rodeo in Farmington, N.M. The scholarship will be paid upon proof of acceptance to a four-year or junior college as a communications-, journalism-, or media-related major. Recipients are not specifically obligated to pursue a career in rodeo journalism. This scholarship is simply intended to encourage rodeo kids who are interested in the diverse communications field to further their education.

In addition to Santos, PRCA Commissioner Karl Stressman and NHSRA Executive Director Kent Sturman, the Kendra Santos Communications Scholarship Selection Committee will include a team of ProRodeo Hall of Famers, including Ty Murray, Trevor Brazile, Jake Barnes, Joe Beaver, John W. Jones Jr. and Lewis Feild. Applicants are asked not to approach anyone on the selection committee.

The Kendra Santos Communications Scholarship is the brainchild of PRCA, NHSRA and National Intercollegiate Rodeo Association (NIRA) Advertising Manager DD DeLeo. "I've worked with her 20 years now, and I've never known anyone who encouraged more rodeo kids to get a good education than Kendra," DeLeo said. "She talks to every kid she comes in contact with about broadening their horizons and giving themselves more choices in life by going to college. I want this annual scholarship to be part of Kendra's legacy in this industry and wanted to help a good friend with her goal of helping rodeo's young people."

Santos is a product of high school rodeo, as is her sophomore son, Lane Santos Karney, who's a high school rodeo rookie on the West Coast this year. Lane's little brother, Taylor, is an eighth grader who competes in Wrangler Junior High Division rodeos and will next year graduate on to high school rodeo.

"I'm very happy for them when it comes to their rodeo accomplishments and successes in other sports," Santos said. "But I'm most proud of the students they are, because I know how important a good education will be to their futures. I wish that strong foundation on everyone's kids, and since the rodeo world is my world, my focus is on rodeo's generation next. These kids are the future of the rodeo community and this country.

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“Many of our high school and college rodeo kids won’t go on to be professional rodeo superstars, and that doesn’t diminish the value of this sport in their lives. They can have fun and make lifelong friends, and rodeo keeps them focused on positive, productive goals. The few who do go on to be world-class competitors will be a lot better prepared to handle that success if they’re educated. They’re all a blown-out knee or shoulder from the sidelines, and an education will give them something to fall back on during the down times and after the glory days are gone. There’s just no downside to being educated. For the NHSRA to put my name on an educational scholarship is a huge honor. The thought of helping a deserving kid go to college makes me smile.”

The National High School Rodeo Association is one of the fastest growing youth organizations in the nation, with an annual membership of over 10,500 students from 41 states, five Canadian provinces and Australia. The Association sanctions over 1,100 rodeos each year. The NHSRA is governed by a national board of directors, which consists of one member from each state or province. A staff at the national headquarters in Denver, Colorado, handles the day-to-day operations. For more information on the NHSRA, visit the association’s official website at www.nhsra.org. To learn more about the NHSRA Wrangler Division, visit the Division’s website at www.nhsrawranglerdivision.org.