

# RODEO RESCUE

THE JUSTIN SPORTSMEDICINE TEAM  
AND JUSTIN COWBOY CRISIS FUND



**R**odeo is truly a dangerous business. In fact, it is considered America's original extreme sport. With each ride, the rodeo athlete risks their life. However, if injury does occur, the Justin Sportsmedicine Team and the Justin Cowboy Crisis Fund are always there to lend a helping hand. These two Justin Boot Company partners provide exceptional assistance to cowboys, both physically and financially.

The Justin Sportsmedicine Team is a group of highly experienced physicians, orthopedists, trauma specialists, massage therapists, and athletic trainers who assist injured cowboys when they are down. The team travels to over 100 Professional Rodeo Cowboy Association rodeos annually. The Justin Sportsmedicine Team's mobility adds to its uniqueness; one of three 40-foot trailers is hauled to outdoor events, and medical travel kits are used for indoor rodeos, which hold the necessary equipment and supplies needed for the treatment of injured athletes. The team is

dedicated to getting each cowboy back on his feet and into the competition as quickly and safely as possible.

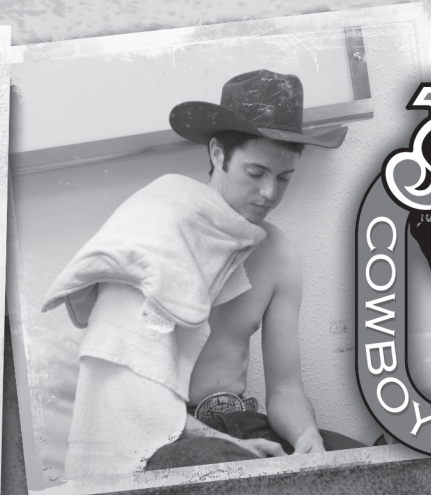
The Justin Cowboy Crisis Fund assists injured rodeo athletes, helping cowboys with the everyday living expenses that can pile up when they are unable to compete. Although medical expenses are often covered by health plans or accident insurance, the daily costs of life, both for the cowboy and his family, can become a financial burden. The Professional Rodeo Cowboys Association and the Justin Boots Company underwrite all administrative costs, so EVERY dollar in donations to the Justin Cowboy Crisis Fund directly helps the injured cowboy.

**For more information or to make a donation to the Justin Cowboy Crisis Fund, visit the new [JUSTINBOOTS.com](http://JUSTINBOOTS.com) and click on partners.**

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