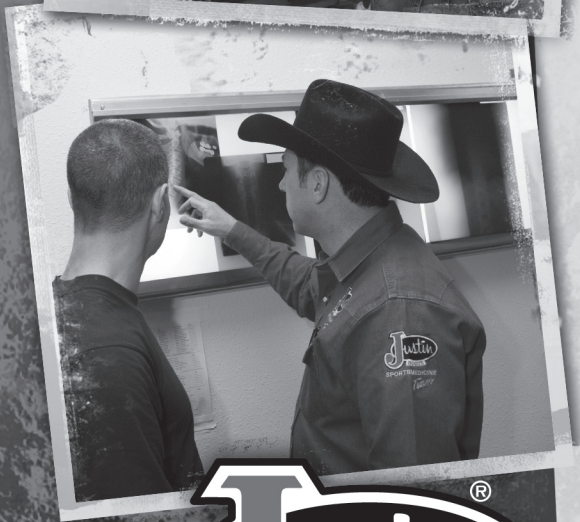


ROUGH RIDERS

RODEO COWBOYS AND THE JUSTIN SPORTSMEDICINE TEAM



Justin[®]
BOOTS
SPORTSMEDICINE
Team

FOR MORE INFO, VISIT THE NEW JUSTINBOOTS.COM

Let's face it: if professional rodeo athletes are going to risk their lives riding on the back of uncontrollable large farm animals, they are probably going to end up hurt. Luckily, the Justin Sportsmedicine Team is always close by. This group of highly experienced physicians, orthopedists, trauma specialists, massage therapists, and athletic trainers travel across the country to over 125 Professional Rodeo Cowboy Association (PRCA) rodeos annually.

In 1980, Dr. J. Pat Evans and Don Andrews developed the concept of a mobile sports medicine team to provide medical services to rodeo competitors. The Justin Boot Company wanted to return the support of the cowboys who wore Justin products, and became the only sponsor the program has known in its years of service. The Justin Sportsmedicine Team currently treats some 6,000 rodeo-related injuries each year.

The Justin Sportsmedicine Team is dedicated to providing the best, immediate care to those athletes who are kicked around or bruised a little too hard. The sports medicine center'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's dedication and commitment is to get each cowboy back on his feet and back into the competition as quickly and as safely as possible. The comfort and reassurance of knowing the Justin Sportsmedicine Team is nearby is a huge advantage for every rodeo contestant.

