

WESTERN LIFESTYLE SERIES TO PREMIERE OCTOBER 13, 3pm MST on RFD TV



Oklahoma, Guthrie, Oct 11, 2021 (Issuewire.com) - Colorado-based Hodge Productions will premiere the new season of Little Britches Rodeo on Wednesday, October 13th at 3 pm Mountain Standard Time. The series has aired on RFD TV for a decade and is produced by Hodge Productions in Pueblo, Colorado. RFD TV is the premier rural lifestyle network and currently airs in over 50 million homes. In 2018, the show was syndicated on The Cowboy Channel, which is available in 40 million homes. Hodge Productions' principal, Dustin Hodge, leads all on-site filming and directs all post-production from his Pueblo, Colorado studio.

The Little Britches Rodeo series features footage and stories from National Little Britches Rodeo Association (NLBRA) — the oldest youth rodeo organization in the world. The show highlights events from the National Finals Rodeo held in Guthrie, Oklahoma at The Lazy E Ranch and Arena each summer. According to Oklahoma's Secretary of Agriculture, Blayne Arthur, the impact on the state is significant.

“We are proud to host the National Little Britches Rodeo Association Finals in Oklahoma. Not only does it have a \$30 million economic impact on our state, but it also brings talented young rodeo athletes and their animal athletes to the heart of Oklahoma. The Lazy E is a fantastic location for youth to showcase their work and compete for close to \$1 million in scholarships and prizes,” Arthur said.

The NLBRA was founded in 1952 and sanctions over 500 youth rodeos across the United States. Contestants compete all year long in order to earn points and qualify for the National Finals Rodeo. The series includes stories from dozens of contestants, rodeo families, and event sponsors and will include highlight reels from the arenas of 33 events.

“Putting together these stories of resilience from some of the most hard-working kids I’ve ever met is an honor that my crew and I take seriously. The NLBRA contestants are impressive athletes, even at ages as young as 5 or 6, and the relationships we build with the families each summer help us tell these stories of rural life for RFD TV’s 50 million viewers,” Producer Dustin Hodge explained. Economic indicators suggest that interest in rural areas of the country will continue to increase.

According to a 2018 [report](#) from the United States Department of Agriculture, improved labor market conditions across rural America, higher incomes, and recovering real estate markets account for rural areas as a whole attracting more newcomers. “I grew up in a small town in Texas. I know first hand, that rural America drives our economy. I’m proud to work with Executive Director Annie Walter and the NLBRA Board of Directors in order to tell these stories, elevate the organization, and showcase the contestants, their families, and all of the many sponsors who support the rodeos across the country year-round,” Hodge said.

According to NLBRA Executive Director Annie Walter, the relationship with Hodge Productions has been important to the organization’s growth, as the production team’s long-term relationship with RFD TV provides a diverse and broad viewership for the show and the show’s many sponsors as a way to expand awareness and recruit new members to the various franchises. “Little Britches has franchises in more than 30 states, and each season, the show highlights contestants and their stories from across America. Our membership is diverse and far-reaching, and we are proud that the show allows us to feature families who are new to NLBRA side-by-side those who have had multiple generations compete,” Walter said.

The show airs on Wednesdays at 3 pm MST/4 pm CST beginning October 13, 2021. The series is available on RFD TV in numerous markets across the United States as one of RFD’s featured “Western Sports” programs. You can learn more about your viewing area here: [FIND RFD TV](#).



Media Contact

Hodge Media Group

dustin@dustinhodge.com

7194702781

Source : H M Group

[See on IssueWire](#)