



Project Cowboy seeks to bring new horsemanship talent into the spotlight.

COURTESY ROAD TO THE HORSE

## Project Cowboy

The search is on for the next great American horseman or woman. Project Cowboy is a three-day competition featuring seven rounds of challenges that will test each entrant's horsemanship and communication skills. Conceptualized by Extreme Mustang Makeover creator Patti Colbert and Road to the Horse founder Tootie Bland, Project Cowboy will be held Oct. 7 to 9, 2010, at the Will Rogers Equestrian Center in Fort Worth, Texas.

"There are a lot of wonderful horsemen out there who don't have a pathway for us to see their skill level and recognize them as great horsemen," says Bland. "The driving force behind this is to go to the grassroots; to the people down every dirt road who have great horsemanship skills and bring them to the public."

Contestants will begin the competition working with one of their own horses, demonstrating required

elements on the ground and in the saddle. For example, bridling and unbridling, picking up all four feet, flying lead changes, rail work and 360-degree turns, in addition to completing an obstacle course.

Later, competitors will have 25 minutes to work with an unbroke yearling in a 50-foot round pen. They will then be assigned a well-broke horse to demonstrate their ability to "ride anything." Finally, after six rounds and four eliminations, the remaining three contenders will ride their own horses in a freestyle competition to determine the champion.

The winner will receive \$10,000, a Martin trophy saddle and a Gist trophy buckle, as well as an invitation to appear at the 2011 Road to the Horse Legends World Championship and the 2011 Extreme Mustang Makeover events.

Entries for Project Cowboy are due by Sept. 1, 2010, and are limited to 200 competitors.

For more information about the competition and how to enter, visit [www.projectcowboy.net](http://www.projectcowboy.net)

— Kim Abbott

## NEW GEAR

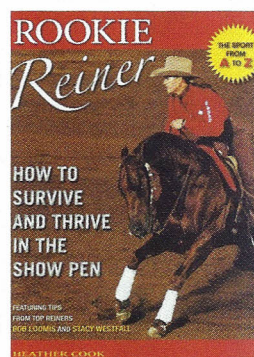


### NOT WHAT IT SEAMS

Smooth Stride Riding Wear's full-seat riding jeans now have no inside leg seams. The cotton/spandex stretch denim pants were designed with comfort in mind. The synthetic Swade full-seat looks and feels like real suede but can be machine-washed and dried for ease of care. The jeans are boot-cut to fit over paddock or western boots.

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## BOOKS



### ROOKIE REINER: HOW TO SURVIVE AND THRIVE IN THE SHOW PEN

By Heather Cook

A complete guide to reining that provides newcomers with the information they need to break into the sport, from choosing the right horse and trainer to getting appropriate tack and equipment, successfully competing and more. It also includes the 11 National Reining Horse Association patterns. (Trafalgar Square Books; 2009; softcover; \$27.95; 142 pages; [www.horseandriderbooks.com](http://www.horseandriderbooks.com))