

Reno Rodeo Named 2022 Massey Ferguson® Sowing Good Deeds Winner



Representatives of the Reno Rodeo Association accepted the 2022 Massey Ferguson Sowing Good Deeds Award on November 30 from AGCO North America Hay & Harvesting representatives Matt LeCroy, marketing director, and Dane Mosel, strategic...

December 01, 2022

LAS VEGAS | AGCO Corporation (NYSE:AGCO), a global leader in the design, manufacture, and distribution of agricultural machinery and precision ag technology, celebrates the generous support of localized rodeo committees to their schools, towns, and the larger ag community. Through its **Massey Ferguson®** and **Hesston** by Massey Ferguson® brands, the company named the **Reno Rodeo Association** its 2022 **Sowing Good Deeds** award winner. The award recognizes the association's charitable services, civic involvement, and educational activities in the Northern Nevada agricultural community. Matt LeCroy, marketing director of hay and forage for Massey Ferguson North America, presented the award to association representatives during the **Professional Rodeo Cowboys Association (PRCA) 2022 Awards Banquet** in Las Vegas, Nevada. As part of the prize, the Reno Rodeo Association receives a new Massey Ferguson 4700 Series tractor.

"Massey Ferguson is dedicated to all aspects of American agriculture, from raking hay to raking the arena," said LeCroy. "We applaud the efforts of the Reno Rodeo Association and all PRCA rodeo committees who go above and beyond for their communities. These organizations are more than just a one-trick pony. They provide entertainment and revenue during their annual events and contribute to the greater ag community throughout the year with service and financial support."

Reno Rodeo is the sixth organization recognized with the Sowing Good Deeds award. The annual contest is open to committees in the 48 contiguous states and the District of Columbia. Participants are evaluated on their commitment to community involvement, entrepreneurial spirit, and ability to adapt to challenges and overcome adversity.

"Our 600-plus PRCA rodeos raise millions of dollars for their local charities across the country," said Tom Glaue, PRCA CEO. "Partnering with Massey Ferguson's Sowing Good Deeds program allows us to recognize and reward committees for their charitable efforts. We couldn't be prouder of the Reno Rodeo and all our committees, volunteers, and rodeo athletes who contribute to their local communities and citizens."

The Reno Rodeo has been a staple of the Northern Nevada ag community for more than 100 years. The association supports area youth, health workers, and first responders. The Reno Rodeo Special Kids' Rodeo is open to all Northern Nevada children with extraordinary needs and allows them to participate in special rodeo events, learn about the western way of life, and meet rodeo contestants and stock. In 2022, 130 special needs children participated in this unique event. Additionally, the organization funds the Reno Rodeo Foundation to provide scholarships and support children with extraordinary needs. In 2022, the association also provided financial support for several equine therapy programs in their local area and an all-abilities playground.

Overall, the Reno Rodeo Association donated more than \$700,000 to charitable organizations this year. This includes support for local ag education resources such as 4-H, the Nevada Junior Livestock Show, and several stock schools, as well as funding for local first responders, K-12 education, and mental health resources. Reno Rodeo also donated time and funds to the Nevada Western Heritage Center Alliance, which is working to preserve western heritage, agriculture, and equine events in Northern Nevada.

The association has overcome numerous challenges in its 104-year history. Having canceled the rodeo in 2020 due to the pandemic, the association worked hard to re-engage volunteers and the community to produce a 10-day rodeo that would outshine anything prior. And they did it, bringing over 140,000 rodeo fans to the Reno/Sparks area this past June for an economic benefit of over \$40 million.

"We're excited to be named the 2022 Sowing Good Deeds winner," said George Combs, general manager for Reno Rodeo Association. "This rodeo has been an important part of the Northern Nevada ag community for over 100 years. We've got a lot more planned for the next century, so the 4700 Series tractor and the national recognition provided by this award are greatly appreciated."

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Media Contacts

Bob Blakely, AGCO | Bob.Blakely@AGCOcorp.com | 770-232-8018
Arielle Windham, Flint Group | Arielle.Windham@flint-group.com | 701-499-2169

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About PRCA

The PRCA, headquartered in Colorado Springs, Colorado, is recognized as the unsurpassed leader in sanctioning the sport of professional rodeo. The PRCA's mission is to unify membership in providing an innovative fan experience, to grow the sport of professional rodeo and provide new expanded opportunities for our membership and sponsors. Since 1986, the PRCA has paid out more than \$1 billion in prize money to its contestants. The PRCA offers the best cowboys and the best rodeos, delivering the best fan experience while positively impacting our communities and embracing the spirit of the West. A membership-based organization, the PRCA sanctioned 732 events in 2019, and there are more than 40 million rodeo fans in the U.S. The PRCA televises the sport's premier events, with the world-renowned Wrangler National Finals Rodeo on The Cowboy Channel and RFD-TV and streaming on the PRCA on Cowboy Channel Plus App. The PRORODEO® Tour and RAM National Circuit Finals Rodeo also air on The Cowboy Channel and RFD-TV, and the PRCA on Cowboy Channel Plus App. PRCA-sanctioned rodeos donate more than \$40 million to local and national charities every year. For comprehensive coverage of the cowboy sport, read ProRodeo Sports News, the official publication of the PRCA, and make sure to check out the digital edition of PSN. The digital PSN and daily updates of news and results can be found on the PRCA's official website www.prorodeo.com.

Arielle Windham
Flint Group
Arielle.Windham@flint-group.com
701-499-2169

Bob Blakely
AGCO Product Brands
Bob.Blakely@agcocorp.com
770-232-8018

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