



Caldwell Night Rodeo Committee of Caldwell, Idaho is the 2020 Sowing Good Deeds award winner. [AGCO's Sowing Good Deeds program](#) highlights rodeo committees in North America and the positive impact they have in their local communities.

The winner was announced during the 2020 PRCA Wrangler National Finals Rodeo and will be awarded a Massey Ferguson tractor. Pictured from left to right: Darren Parker, director, AGCO; Nikki Zachary, president, Caldwell Night Rodeo Committee; and Matt LeCroy, marketing manager, AGCO.

AGCO Names Caldwell Night Rodeo Committee as 2020 Sowing Good Deeds Winner

Idaho committee wins Massey Ferguson tractor for inspiring devotion and service to its community
December 03, 2020

DULUTH, GA – [AGCO Corporation](#) (NYSE: AGCO), a global leader in the design, manufacture, and distribution of agricultural machinery and solutions, announced [Caldwell Night Rodeo Committee](#) of Caldwell, Idaho as the 2020 Sowing Good Deeds award winner. The winner was announced at the [Professional Rodeo Cowboys Association](#) (PRCA) 2020 Wrangler National Finals Rodeo in Arlington, Texas. Caldwell Night Rodeo will be presented with a new MF 2606 H Series tractor with loader in December by their local Massey Ferguson® dealer, Agri-Service.

AGCO's [Sowing Good Deeds](#) program highlights the positive impact that rodeo committees provide communities throughout the U.S. who promote the sport and support their local areas through charitable services, civic involvement, and educational activities. Participants are evaluated on their commitment to community involvement, their entrepreneurial spirit, and — especially critical in 2020 — their ability to adapt to challenges and overcome adversity.

"A new tractor — especially a bright red Massey Ferguson — always attracts attention," said Darren Parker, director, Marketing Communications and Massey Ferguson at AGCO. "But Sowing Good Deeds directs the spotlight on the generosity and services provided by rodeo committees across the U.S. They are unsung heroes who selflessly give their time and talents to their communities and make them better places to live. AGCO's Hesston® and Massey Ferguson are proud to support the PRCA and all of these very hardworking and deserving committees."

For Caldwell Night Rodeo (CNR), winning this year's contest provided a challenging 2020 with a much-needed bright spot. Like many of their counterparts across the country, the pandemic required the CNR team to cancel their namesake event out of concern for the greater community's health. But, even in the face of such disappointment, CNR continued serving their neighbors with innovative and safe efforts that promoted empathy and understanding, supported struggling families, and facilitated acts of kindness with their [Be A Light Campaign](#).

Caldwell Night Rodeo has been a fixture in Idaho's Treasure Valley for 96 years, becoming one of the United States' largest outdoor rodeos and receiving recognition from the PRCA and many of the sport's top publications. The rodeo's civic involvement includes decades-long support of the local YMCA and fire and police departments, which have helped parents of school-age children and built healthy relations with public service members. Along with its sister non-profit, Caldwell Western Heritage Foundation, the group supports local 4-H and FFA chapters and provides six college scholarships to students with agricultural interests. CNR's annual rodeo raises funds for area veterans, breast cancer screenings, domestic violence crisis centers and area shelters. And the group makes professional rodeo more available to the community by providing discounted and free attendance to first responders and children during its rodeo week activities.

"Congratulations to the Caldwell Night Rodeo for this most deserving award," said George Taylor, CEO of the Professional Rodeo Cowboys Association. "Caldwell goes above and beyond not just to put on a rodeo that makes it one of the most esteemed in the PRCA but also in the community to do what it can, where it can. The Caldwell Night Rodeo committee should take pride in this recognition. It truly represents the spirit of the West and the PRCA."

Nicole Cassity of Caldwell Night Rodeo expressed excitement and gratitude for winning the Sowing Goods Deeds contest. "This honor validates the dedication of our Board of Directors and volunteers who have worked tirelessly to support the rodeo and the Caldwell area for so many years. 2020 required us to improvise and find new ways to engage the community, assist our neighbors, and make ends meet. We're very excited about the many ways the new tractor will make the coming years so much easier, and we're also touched and grateful for the recognition it represents of the people who make Caldwell Night Rodeo possible."

AGCO brands Hesston and Massey Ferguson are longtime sponsors of the PRCA, and 2020 is Sowing Good Deeds' fourth year of recognizing the service achievements of rodeo committees across the United States.

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About Caldwell Night Rodeo

CNR began in 1924 in the form of a gymkhana and bucking contest to raise funds to build and equip an up-to-date riding hall and armory for the 116th Idaho National Guard cavalry unit based in Caldwell. Established with community in mind, CNR proudly keeps community impact and outreach as a main focus. Today, CNR is home of more than 40,000 of the best fans rodeo has to offer in 5 adrenaline-packed performances at the arena WHERE THE COWBOYS ARE THE STARS. To stay up-to-date on rodeo news for one of the largest outdoor rodeos remaining in the US, you can follow our happenings and sign up for our newsletter at www.caldwellnightrodeo.com, follow us on Instagram and Facebook: @caldwellnightrodeo or on YouTube under Caldwell Night Rodeo.

About PRCA:

The [PRCA](http://www.prcanet.org), headquartered in Colorado Springs, Colo., 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](https://www.prcanet.org/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](https://www.prcanet.org/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](http://www.prcanet.org/pro-rodeo-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.

About AGCO

AGCO (NYSE:AGCO) is a global leader in the design, manufacture and distribution of agricultural solutions and delivers high-tech solutions for farmers feeding the world through its full line of equipment and related services. AGCO products are sold through five core brands, Challenger®, Fendt®, GSI®, Massey Ferguson® and Valtra®, supported by Fuse® smart farming solutions. Founded in 1990 and headquartered in Duluth, Georgia, USA, AGCO had net sales of \$9.0 billion in 2019. For more information, visit <https://www.AGCOCorp.com>. For company news, information and events, please follow us on Twitter: @AGCOCorp. For financial news on Twitter, please follow the hashtag #AGCOIR.