

Miss Rodeo for a Reason



SHE IS MORE PRECIOUS THAN RUBIES.

Proverbs 3:15



Hayleigh Lansford
Miss Rodeo for a Reason
2018

Miss Rodeo for a Reason was established as a means to an end, born out of a need for change. It's been created to shatter the mold, level the playing field and integrate social media in to rodeo.

A team of like-minded women has been assembled by God to accomplish this purpose.

We are excited to announce that Hayleigh Lansford, America's #1 rodeo fan, will be crowned the first official Miss Rodeo for a Reason December 7th at 11:30-11:45AM PST on the red carpet at South Point Grand Ballroom, live on the RFAR Facebook page. This will occur right before the WPRA Star Celebration.

This spunky, fun-loving, high rollin', Facebook blogging cowgirl ushers in a brand new type of pageant; one that breaks the stereotypical mold of traditional contests and changes negative social media mindsets to see the advantages of mass media in promoting rodeo.

The first official Miss Rodeo for a Reason pageant will take place in Las Vegas during the 2018 WNFR. This year, a team of rodeo queens will be dispatched all over Las Vegas to represent Team RFAR, provide live content, pass out AFCC's Learning the Ropes NLT Bible, host #GlobalGiveaways from merchants set up in Las Vegas and to spread the word about our Victory messages and 10 for 10 saddle giveaways!