

Bill Pickett Invitational Rodeo Foundation Receives \$100,000 Grant From Crown Royal Launch of The Hats Off Grant Program

*Award-Winning Whisky Brand Commits
its Support to Help Diversify Rodeo
Community w Nationwide Black Rodeo
Circuit Search of the Newest Crown Royal
"Royal Rider"*

LOS ANGELES, CALIFORNIA, UNITED
STATES, August 2, 2023

/EINPresswire.com/ -- Rooted in their

ethos of generosity, [The Bill Pickett Invitational Rodeo](#) (BPIR) and award-winning whisky brand Crown Royal are celebrating Black Business Month with the announcement of THE HATS OFF GRANT through the Bill Pickett Invitational Rodeo Foundation (BPIRF) founded in 1987 to uphold its commitment to the rodeo, education, and arts by providing unique programs across the country.

“

We at the Bill Pickett
Invitational Rodeo
Foundation are honored to
expand our partnership with
Crown Royal through The
Hats Off Grant. And what
better time than Black
Business Month ...”

*Valeria Howard Cunningham,
CEO and President BPIR*

The Hats Off Grant, a grant program launch in partnership with Crown Royal, is designed to empower the Black rodeo community and inspire a new generation of riders to pursue their passion. Crown Royal is steadfast in their dedication to nurture the Black rodeo community and has been a major sponsor of BPIR for the past 2 years. Today, Crown Royal has again championed its efforts financially through BPIRF by The Hats Off Grant.

In the coming year, Crown Royal has pledged to diversify its [Royal Rider program](#), and provide a total of \$100,000 as part of The Hats Off Grant, which will be split among four (4) cowgirls and cowboys and offer the financial support needed to continue their rodeo career.

Through August 14, 2023, cowboys and cowgirls 25+, who are active members of the Bill Pickett Invitational Rodeo Association can visit www.bpirfoundation.org to submit their application for The Hats Off Grant. Applicants will be asked to include a video response sharing what Black



BPIRF / Crown Royal \$100,000 Partnership Grant

Rodeo means to them and how the grant will help further their craft as they grow within the association. To learn if you're eligible to apply for The Hats Off Grant, [visit here](#).

"We at the Bill Pickett Invitational Rodeo Foundation are honored to expand our partnership with Crown Royal through The Hats Off Grant. And what better time than Black Business Month as rodeo is an entrepreneurial sport?" said Valeria Howard Cunningham, CEO and President of the Bill Pickett Invitational Rodeo. "This is a major milestone for the Black rodeo community, Crown Royal is the first major brand to provide this level of investment for aspiring Black cowboys and cowgirls to further their rodeo careers and fuel their passion for the craft. After all, they are the future of the Black rodeo culture."



BPIR / BPIRF / Crown Royal \$100,000 Partnership Grant APPLY!

Crown Royal has also kicked off its search for a new cowboy or cowgirl to join its roster of professional riders as part of its Royal Rider program. The Royal Rider program is an initiative designed to support riders who compete under the financial sponsorship of Crown Royal; and through the search, the brand will work toward diversifying the collective by 30% in the coming year.

"At Crown Royal, we believe in the power of inclusivity and are committed to uplifting and celebrating those who keep the rich heritage and traditions of the Black rodeo circuit thriving," said Tatiana Conti, Vice President, Crown Royal. "We thank the Bill Pickett Invitational Rodeo for their continued partnership and providing opportunities to participate in – and amplify – their rodeo celebrations. We look forward to supporting riders through The Hats Off Grant and fostering a sense of pride and belonging through the Royal Rider program."

BPIR, BPIRF, and Crown Royal's commitment to inclusivity, accessibility, and support for the Black rodeo community represent a significant step forward in fostering a more diverse and vibrant rodeo landscape. Through initiatives like The Hats Off Grant and the Royal Rider program, they continue to champion equality, empowerment, and the pursuit of dreams.

Follow @BillPickettRodeo and @CrownRoyal for more information on the partnership as well as Bill Pickett Invitational Rodeo, Bill Pickett Invitational Rodeo Foundation, and Crown Royal's initiatives. No matter how you decide to enjoy Crown Royal this rodeo season, remember to do so responsibly.

About Bill Pickett Invitational Rodeo Foundation

BPIRF has a community-first approach and works to close educational and skills gaps through the various programs we provide in underserved communities.

Since 1987, the Bill Pickett Invitational Rodeo Foundation (BPIRF) has upheld its commitment to the rodeo, education, and arts by providing unique programs across the country. BPIRF has made an impact in each state that the BPIR performs by awarding scholarships, rodeo grants and creating programs that support the communities and the Black Cowboys and Cowgirls.

Please visit our website to learn more about the Bill Pickett Invitational Rodeo Foundation at www.bpirfoundation.org and to see all the great work the foundation is doing around the country.

About Crown Royal

Crown Royal Canadian Whisky is the number-one selling Canadian whisky brand in the world and has a tradition as long and distinctive as its taste. Specially blended to commemorate a grand tour of Canada made by King George VI and Queen Elizabeth of Great Britain in 1939, Crown Royal's smooth, elegant flavor and gift-worthy presentation reflect its regal origins – it is considered the epitome of Canadian whisky. For more information, visit crownroyal.com. Crown Royal encourages all consumers to please enjoy responsibly.

About Diageo North America

Diageo is a global leader in beverage alcohol with an outstanding collection of brands including Johnnie Walker, Crown Royal, Bulleit and Buchanan's whiskies, Smirnoff, Cîroc and Ketel One vodkas, Casamigos, DeLeon and Don Julio tequilas, Captain Morgan, Baileys, Tanqueray and Guinness.

Diageo is listed on both the New York Stock Exchange (NYSE: DEO) and the London Stock Exchange (LSE: DGE) and their products are sold in more than 180 countries around the world.

For more information about Diageo, their people, brands, and performance, visit diageo.com. Visit

Diageo's global responsible drinking resource, DRINKiQ.com, for information, initiatives, and ways to share best practice. Follow on Twitter and Instagram for news and information about Diageo North America: @Diageo_NA.

Media Contacts:

KimiRhochelle, National PR Director – BPIR / BPIRF
info@krprmedia.com

Jazmine Settles, DIAGEO

Jazmine.Settles@diageo.com

Taylor
CrownRoyal@TaylorStrategy.com

(SOURCE: BPIR / CROWN ROYAL)

KimiRhochelle Porter

KRPR Media, llc

+1 909-543-2978

[email us here](#)

Visit us on social media:

[Facebook](#)

[LinkedIn](#)

[Instagram](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/647863070>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.