



Rodeo school is in session when **Legendary TV host Jeff Medders** talks **Wrangler NFR**

WRANGLER NFR 101

JEFF MEDDERS SHARES HIS INSIDER'S VIEW ABOUT THE SUPERBOWL OF RODEO

By Brian Hurlburt

Jeff Medders has seen just about everything in the world of rodeo as a television broadcaster for the Wrangler National Finals Rodeo since 1991. So who better to give *Sunseeker* readers a unique analysis (which can be enjoyed by both veteran and novice fans) of the richest and most prestigious rodeo in the world?

Sunseeker: *What is best way to describe the Wrangler NFR to anyone who hasn't experienced it?*

Jeff Medders: That is a tough question! It has been called the "Super Bowl of Rodeo" and the "Greatest Show on Dirt," but I'd say the best description is that it is a whirlwind of part cowboy and part Ringling Bros. Barnum & Bailey Circus. It starts fast and gets even faster! It is the ultimate cowboy party—hard knocks, great rides, fast runs and amazing celebrations. If you haven't been to the Wrangler NFR, you need to get it on your bucket list!

SS: *How can someone enjoy the NFR if they don't know a header from a heeler?*

JM: You don't have to know football to appreciate Peyton Manning. You don't have to live and breathe soccer to understand the magic that is Messi. Rodeo is the ultimate American sport. You will grasp how tough these competitors are and how skilled they are to reach this pinnacle of their sport. There are no guaranteed contracts and no uber-rich salaries. These guys have to compete and win to get paid, and that motivation and the love they have for their sport provides all the motivation they need.

SS: *Describe barrel racing in 25 words or less.*

JM: Skydiving without a parachute! Imagine screaming down a tunnel, full speed into a completely blind first barrel. These ladies are part race car driver and part stuntman!

SS: *Describe bull riding in 25 words or less.*

JM: It's violent, it's intense. But when you

understand it, you realize it's poetry in motion. A cowboy matching a highly-skilled bull jump for jump is something to behold.

Spectator tip: Another great tip to attending a "go round" at the Thomas and Mack Center is to arrive early and stay late. Several interactive areas with great food and drink, in addition to live entertainment, are available before and after the performance and both inside and outside of the arena.

To learn more about Jeff Medders, visit geronimotv.com. ☀



Fallon Taylor barrel racing



Trey Benton III bull riding

