



**FOR IMMEDIATE RELEASE**

Monday, June 17, 2024

## **Cowgirl Spirit Scholarship Applications Now Available**

**(Castro Valley, CA):** Applications are now available for The Rowell Ranch Pro Rodeo Cowgirl Spirit Scholarship. Those women graduating from high school or currently attending college or a trade school are qualified to apply. Application deadline is August 15, 2024.

The Cowgirl Spirit Scholarship is awarded annually to a qualifying student who has demonstrated a “pioneer spirit and American brand of courage.”

“This scholarship is about honoring a young lady’s strength of character, commitment to her community and desire to succeed in her own unique career path,” said Rowell Ranch Pro Rodeo board member Janet Lemmons. “Graduating high school seniors and current college or trade school students are encouraged to apply.

Cowgirl Maggie Rowell played an integral role in starting our rodeo with her husband Harry more than 100 years ago, Lemmons continued. Our rodeo and this scholarship continue in the memory of those who have gone down the trail ahead of us, and for those who will come after us.”

The application form references a 1992 quote from well-known western actress Dale Evans Rogers to define cowgirl spirit. “Cowgirl is an attitude, really. A pioneer spirit, a special American brand of courage. The cowgirl faces life head on, lives by her own lights, and makes no excuses. Cowgirls take stands. They speak up. They defend the things they hold dear. A cowgirl might be a rancher, or a barrel racer, or a bull rider, or an actress. But she’s just as likely to be a checker at the local Winn Dixie, a fulltime mother, a banker, an attorney, or an astronaut.”

Proceeds from the annual non-profit Rowell Ranch Pro Rodeo cowgirl picnic, rodeo and related events support the scholarship program. Applications can be requested by emailing [rowellranchrodeo@aol.com](mailto:rowellranchrodeo@aol.com) The completed application, along with an official sealed transcript, must be postmarked by the deadline for submission of August 15, 2024.

Plans are underway for the 103 Rowell Ranch Pro Rodeo set to take place May 16-18, 2025. Visit [RowellRanchRodeo.com](http://RowellRanchRodeo.com) to learn more. Tickets will go on sale in January 2025.

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*The Rowell Ranch Pro Rodeo non-profit association was formed in 1977 to preserve the historic community rodeo begun by local rancher and businessman Harry Rowell more than 100 years ago. The Hayward Rotary has estimated that their nearly 70-year-old partnership with the rodeo has given back in excess of 2 million to the community. Proceeds from the annual rodeo and related events provide much needed funding to many local charitable organizations including Special Olympics, Tough Enough to Wear Pink Breast Cancer Awareness Program, 4-H, Future Farmers of America (FFA), Hayward Rotary, Rotary Club of Castro Valley, and the Castro Valley Kiwanis Club.*