



1700 HWY 36, Abilene, Texas 79602
(325) 677-4376

For Immediate Release
April 9, 2024

**The Western Heritage Classic Executive Committee has established the
Western Heritage Classic Disaster Relief Fund
to help ranchers in need.**

In the wake of one of the largest wildfires in U.S. history, we are reminded how important it is to band together and help our neighbors. Together, we can ease the financial burden that comes with rebuilding a way of life. Join us as we help with recovery and reconstruction efforts by donating to the Western Heritage Classic Disaster Relief Fund.

The WHC Disaster Relief Fund has been established to alleviate the financial hardships that follow natural disasters. We know, all too well, how devastating the impacts of floods, fires, droughts, and other climatic events are to ranchers across America. It is our duty to help neighbors in need, and with the WHC Disaster Relief Fund, we will. The WHC Disaster Relief Fund will be a perpetual fund, and with each passing year, we hope to develop and expand upon the resources available to those in need. We will continue to selflessly give to those who require our help.

We ask that you join us, with generous spirits, and give to the WHC Disaster Relief Fund today. The Western Heritage Classic will designate all funds raised to those in need. Money raised through the WHC Disaster Relief Fund will be administered by the Texas & Southwestern Cattle Raisers Association's Disaster Relief Fund, through which producers affected by natural disasters can apply for- and utilize, funds to rebuild their operations. We hope that you think of our neighbors in the north as they rise up from the ashes of 2024's historic wildfires. However, any rancher or producer who faces financial hardship due to natural disasters are eligible and encouraged to call on us for help.

Monetary donations can be made online with a debit/credit card by scanning the QR code or visiting <https://www.westernheritageclassic.com/p/about-/drf>. Checks (made out to "WHC Disaster Relief") and cash can be delivered to the Expo Center General Office at 1700 HWY 36, Abilene, Texas 79602. During the 2024 Western Heritage Classic, donations will be accepted throughout the weekend.

We appreciate each one of you in the Western Heritage Classic community, and value your continued support over the past 39 years. It is our wish that the character of the WHC can be felt by all, and with the WHC Disaster Relief Fund, we can extend our kindred spirit to those who need it most. Thank you for saddling up with us on this journey!

The Western Heritage Classic operates under the Expo Center of Taylor County, a 501 (c) 3 non-profit organization. The Western Heritage Classic, held annually since 1985, draws international crowds to marvel at the rich culture and heritage of our way of life. The three-day weekend event showcases a Ranch Rodeo and offers many activities that feature western interests as well as history.

