

# Rodeo Rapid City

Presented by Brink Constructors Inc.

## **Women of the Western Industry – Daily Live Talk Show**

**Women of the Western Industry** is a dynamic daily talk show held on the Rodeo Zone Stage, celebrating the stories, talents, and leadership of remarkable women who embody the western way of life. Broadcast live from the stage at **Rodeo Rapid City**, this program spotlights cowgirls, entrepreneurs, industry professionals, artists, athletes, influencers, and advocates who are shaping the future of the western world.

Each show features inspiring conversations, behind-the-scenes insights, and authentic storytelling that highlights the grit, grace, and passion of women making an impact across rodeo, ranching, agriculture, fashion, media, and western heritage. Audiences can experience these lively interviews in person, meet the guests, and connect with the heart of the western community.

More than a talk show, **Women of the Western Industry** is a tribute to the voices that keep western culture thriving—one conversation at a time.