

Chad Nicholson

Voice Over Artist and Professional Announcer

For Immediate Release:

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Like many announcers, Chad Nicholson fell into the business by complete accident. A former rodeo contestant, while in college working for a radio station, he was asked to announce a local junior rodeo. It was instant chemistry and since then he has announced Pro rodeos and various other events in 39 states, Canada, and Australia. A former US Marine, he is known for his smooth voice, powerful delivery, and his signature American Flag tribute, "If Old Glory could speak".

In Professional Rodeo and the PBR he works 100+ performances annually and has earned many accolades along the way. 2018 PRCA Awards Banquet in Las Vegas; 2015 Women's Pro Rodeo Association Announcer of the Year; Pro Rodeo Hall of Fame Induction Ceremony emcee; 13 times PRCA Ram Circuit Finals Announcer in the Wilderness, California, Mountain States, and Turquoise Circuits; Wrangler National Finals Rodeo Welcome Reception emcee; PBR Bull Ridings; 2002 Ram National Circuit Finals PRCA Rodeo; 2010 Canadian Wrangler Tour Finale in Armstrong, BC; from 2008 to 2012, he was the lead commentator for the Pro Roughstock series TV show. Chad also won Announcer of the Year in 1994-96 for the California Cowboys Pro Rodeo Association.

Outside of professional rodeo, Chad voices over radio/TV commercials and various other projects worldwide. He is the voice of the talking dog and liner voice on the Farmers Only dot com TV commercial "riding date" and "fishing date" spots which is still on the air. In 2010 he co-announced the World Equestrian Games Opening Ceremonies in Lexington, KY; has worked at major NASCAR tracks announcing Monster Truck Shows; and various Equestrian Show productions such as the *Del Mar Night of the Horse* at the Del Mar National Horse Show in Del Mar, CA; *The Spirit of the Horse* in Perth, Australia; and in 2012 he also was a part of the production crew for the United States' portion of Her Royal Majesty Queen Elizabeth II's 60th Diamond Jubilee Celebration, *All the Queen's Horses*, at Windsor Castle in Windsor, England with the Riata Ranch Cowboy Girls.

He is also training the next generation of rodeo announcers. In 2005, at the urging of his friend, Pro Rodeo Hall of Fame Announcer Bob Tallman, he founded the Chad Nicholson Rodeo Announcer's Training Seminar held annually in Ft Worth, Texas. Now in its 14th year with over 130 students from the US, Canada, and Australia, it has become the top rodeo announcer's school with many award winning graduates.

When he is not on the road, Chad makes his summer home in northern Utah and winter home in the Sierra Nevada Foothills community of Three Rivers, CA on the edge of Sequoia- Kings Canyon, National

Parks, with his wife Jennifer. Together with a board of directors, they operate Riata Ranch International, a 501©3 non-profit educational organization for young women and home to the world famous western performance artists, Riata Ranch Cowboy Girls. www.riataranchinternational.org
www.rrcowboygirls.com

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