

Molly M. Willing  
108 W. Park Street  
River Falls WI 54022  
[Molly.willing@uwrf.edu](mailto:Molly.willing@uwrf.edu)  
608-921-1768/Fax 608-755-0140

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Moira C. Harris  
*Horse Illustrated*  
P.O. Box 8237  
Lexington, KY 40533

Dear Moira,

As avid equestrians and horse owners, your readers would love to hear more about the and world-record breaking barrel racing superstar Sheri Cervi as she dominated the 2010 Wrangler National Finals Rodeo in Las Vegas, Nevada. Cervi set the arena ablaze this year as she ran the fastest arena time recorded in NFR history with a time of 13.02 aboard her powerhouse mare "Stingray." Cervi is a previous two-time world champion and a wonderful crowd pleaser and fan favorite wherever she goes.

As a devoted *Horse Illustrated* reader and barrel racer myself, I know firsthand that *Horse Illustrated* caters to riders of all disciplines. However, I feel that by including this article on Cervi, you could cater to both barrel racing and rodeo enthusiasts that may be looking for just this kind of article. Much to my disappointment and I'm sure the disappointment of many other readers, there was no information on barrel racing or the National Finals Rodeo at all in the December issue. The NFR is rodeos biggest event and can be to many considered the Superbowl of rodeo.

On behalf of your readers including myself, it would be a great pleasure to see an article on Sheri Cervi run in the March 2011 issue of *Horse Illustrated*. This would be a great time to run an article on Cervi as March marks the month in which the Amarillo Fortune 500 Rodeo is run every year. For the past five years, Cervi has dominated the barrel racing at this rodeo and won every year. It would be a great tribute to this barrel racing superstar and idol to millions.

I have written several articles in the past for both *Equus* and *Barrel Horse News* on Cervi and other rodeo superstars. In all of my articles I have used full color action photographs taken by renowned rodeo photographer Arthur Simonson. In this article, I would include shots of Cervi at the Fortune 500 rodeo as well as images from the 2010 NFR. Images of her winning other prestigious rodeos would also be included if the space was provided. I would also include a short biography of her, tell about her family life and her upbringing. She honestly has lived a remarkable life and I would like to share this with *Horse Illustrated* readers. Included in this article would be information on all of her past great rodeo horses and a special insert on her current horse. It would really make this article shine if the center poster included in *Horse Illustrated* was of MP Meter My Hay (Stingray), Cervi's current NFR rodeo mount. I would also include a pedigree chart on Stingray and a section on her sire. This article would run 1,600 words and cover four pages with the option of also running a poster of Stingray as the center pullout. My contact information has been provided. I eagerly await your response in running this article.

Sincerely,

Molly Willing