

A MEMORIAL

EXPRESSING SUPPORT FOR THE DESIGNATION OF JULY 23, 2011 AS
"NATIONAL DAY OF THE COWBOY".

WHEREAS, the cowboy archetype transcends gender,
generations, ethnicity, geographic boundaries and political
affiliation; and

WHEREAS, the cowboy embodies honesty, integrity,
courage, compassion and determination; and

WHEREAS, the cowboy spirit exemplifies patriotism and
strength of character; and

WHEREAS, the cowboy is an excellent steward of the land
and its creatures; and

WHEREAS, the core values expressed within the cowboy
code of conduct continue to inspire the pursuit of the highest
caliber of personal integrity; and

WHEREAS, today's cowboys and cowgirls continue to strive
to preserve and perpetuate this unique element of America's
heritage; and

WHEREAS, the cowboy continues to be an important part of
the economy through the work of approximately six hundred
fifty-six thousand five hundred ranches in all fifty states;
and

WHEREAS, annual attendance at rodeos exceeds thirty
million fans worldwide; and

WHEREAS, membership and participation in the national day of the cowboy, the single action shooting society, the working ranch cowboys association, the cowboy mounted shooting association, the American quarterhorse association, the professional rodeo cowboys association, the championship bull riding association, the women's professional rodeo association and other organizations that encompass the livelihood of the cowboy, continues to expand nationally and internationally; and

WHEREAS, the cowboy and the cowboy's horse are central figures in literature, art, film, poetry, photography and music; and

WHEREAS, the cowboy is a true American icon occupying a central place in the public's imagination;

NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE STATE OF NEW MEXICO that support be expressed for the designation of July 23, 2011 as "National Day of the Cowboy"; and

BE IT FURTHER RESOLVED that the people of New Mexico be encouraged to observe the day with appropriate ceremonies and activities; and

BE IT FURTHER RESOLVED that a copy of this memorial be transmitted to the governor.