

## Unsung Hero Award – 2009

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### Todd Pierce

For eight years, Todd Pierce has led the Professional Bull Rider's (PBR) on-the-road church services through Riding High Ministries, formerly known as PBR Outreach, which offers riders and fans alike a chance to come together for fellowship, support and Sunday gatherings.

Believe In Tomorrow National Children's Foundation families have the opportunity to experience life in the ring, thanks to Todd's oversight and involvement with the foundation's and PBR's Hands On Bullriding Adventures.

Families are given VIP access to the bullring for a guided tour, a meet and greet, autographs and photos with celebrity bullriders and they even leave their handprints on the rider's chaps as a symbol of their "hands on" adventure and their belief in tomorrow.



Recently Todd, along with professional bull riders Mike Lee, D.J. Domangue and Jody Newberry, took part in a 10-day mission trip, to the poorest regions of Bolivia. The outreach was organized by Samaritans' Purse, a division of the Billy Graham organization. The PBR representatives help rebuild a local church and reestablish several cattle herds, which have been devastated in recent years by flooding in the region. Todd and the bull riders met, mentored and worked with many of the local kids in an effort to inspire a sense of hope.

In addition to inspiring our families and children – Todd inspires us. We are thrilled to present him with Believe In Tomorrow's 2009 Unsung Hero Award.