



WHEELER'S WESTERN OUTFITTERS PROVIDES A BIG WIN FOR THE COMMUNITY.

(BOERNE, TX) February 7, 2018 - Wheeler's Western Outfitters, located just off the interstate in Boerne, kicked off their first ever "Wheeler's Big Win" community fundraising program on Monday, February 5th with over 100 people in attendance. In an effort to support local community groups that make a big difference in Boerne and surrounding areas, Wheeler's developed a program that will be a "big win" for all involved.

The store has partnered with 13 local non-profits and school groups by donating a prize package valued at \$5,000 that will be given away upon the program's ending on May 8th. The prize package includes a custom pair of Lucchese Boots, Yeti Tundra 65 and a \$3,000 Wheeler's Western Outfitters gift card.

HOW IT WORKS:

Each sponsored group will be receiving donations for **Wheeler's Big Win Tickets**. Each ticket represents a donation of \$20 to that group and enters the donor for a chance to win the grand prize. The goal is for each group to raise between \$5,000 - \$10,000 each.

Community members have **3 ways to win**, when making a donation to their favorite group.

1. 100% of their suggested \$20 donation goes directly to the organization they want to support.
2. They receive a FREE T-Shirt at Wheeler's Western Outfitters.
3. They are entered for a chance to WIN the Wheeler's Prize Package valued at \$5,000.

"We are a family-owned, hometown business, and we value organizations that work hard to enhance our community. We hope that 'The Big Win' will generate thousands of dollars for local groups," said Wheeler's Western Outfitters Owner, Cliff Wheeler.

Wheeler's customers can find donation tickets available at the store throughout the program.

Groups currently participating are Boerne Champion FFA, Boerne Young Life, Boerne Young Lives, Champion High School PTO, Cibolo Creek Elementary PTO, Comfort Elementary PTA, Fair Oaks Ranch Elementary PTO, Heart of the Hills Barrel Racing, Kendall County Cowboy Church, Kendall County Women's Shelter, Ridin' The River Cowboy Fellowship, Summit Christian Academy and The Pink Berets.

###

WHEELER'S WESTERN OUTFITTERS

If you live or love the western lifestyle, then Wheeler's Outfitters in Boerne, TX is your dream store. Spanning almost 40,000 square feet, they offer a wide selection of premium products for the entire family; with knowledgeable experts to help you find exactly what you are looking for. Located right off Interstate 10 (Exit 543), Wheelers has become a destination store for the entire family.

Inside you will find a full line of western wear from hats to boots, an impressive selection of hunting and shooting products, equestrian tack and animal care merchandise, gifts and home décor, plus a trendy boutique where the Wheeler women shop for their Main Street looks. The boutique features the latest in fashion brands like Ivy Jane, Tasha Polizzi, Roja, and Uncle Frank. High-quality products, honest advice, and friendly service are the Wheeler way of life.