****

**FOR IMMEDIATE RELEASE**

**New Memoir Chronicles the Untold Story Behind America’s Most Powerful Black Rodeo Movement**

***Under the Western Skies: Lu Vason, From Dreamer to Visionary to Pioneer*** Available July 1st, 2025 now available on Amazon, the BPIR Swag Hub, Kindle e-books and at BPIR Markets & Souvenir Booths. Formats include hardcover, softcover, and e-book.

**Los Angeles, CA** - (July 8th, 2025) Before the crowds. Before the roaring arenas. Before the **Bill Pickett Invitational Rodeo** became a cultural phenomenon, there was one man with a bold vision: **Lu Vason**. His remarkable story now comes to life in Under the Western Skies: Lu Vason, From Dreamer to Visionary to Pioneer, a powerful memoir chronicling his journey from humble beginnings to cultural trailblazer.

Born in the Jim Crow South and raised with determination, creativity, and fearless ambition, Lu Vason’s life journey led him from the streets of Oakland to the lights of Hollywood, from music industry boardrooms to the heart of rodeo arenas across America. Without being born into cowboy culture, Lu redefined it, founding the first African American touring rodeo association and reshaping the narrative of the Black cowboy for future generations.

Under the Western Skies offers readers an intimate look at the man behind the movement, revealing his path through fashion, music promotion, and ultimately, his life’s purpose: giving Black cowboys and cowgirls a rightful place in the story of the American West. With a voice that is candid, humorous, and deeply inspiring, Lu Vason shares the vision, grit, and resilience it took to turn a dream into a lasting legacy.

The book features a heartfelt foreword by **Emmy Award–winning actor Glynn Turman,** alongtime friend of Vason and **National Grand Marshal of the BPIR for nearly four decades.**

***“Lu was more than a visionary he was a unifier. He brought people together, made us feel like family, and gave our stories a stage. His friendship meant everything, and his legacy continues to uplift communities across the country. Lu didn’t just start a rodeo, he started a movement,”*** writes Turman. ***“I watched him turn a dream into a legacy that redefined what it means to be a Black cowboy in America. This book captures the fire, the fight, and the brilliance of a man who changed the game.”***

Under the Western Skies is more than a memoir, it’s a cultural blueprint, a moving tribute, and a testament to how one man’s vision transformed an entire industry. Whether you're a rodeo fan, history lover, or dreamer in your own right, this book is sure to inspire and ignite.

**To request a review copy, author interview, or additional press materials, please contact BPIR Media Relations at press@bilpickettrodeo.com.**