



“Not scripted cowboy make-believe...”
- *Cowboys & Indians* magazine

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INSP ANNOUNCES PREMIERE DATE FOR 3RD SEASON OF *ULTIMATE COWBOY SHOWDOWN*

The Cowboy Competition Series, Hosted by Country Music Icon
Trace Adkins, Returns Thursday, April 21st at 8PM ET

(Indian Land, SC – January 31, 2022) General Entertainment network [INSP](#), the premiere destination for viewers who love Western and Western adjacent programming, revealed today that the 3rd season of [Ultimate Cowboy Showdown](#) will debut on Thursday, April 21st at 8PM ET. Country music icon Trace Adkins will return as host. The announcement was made by Doug Butts, EVP of Programming for INSP.

“This original series has become a true fan favorite with the INSP audience,” said Butts. “With each new season viewers become more invested in the cowboy contestants as they root for their success, or departure. In season 3 the level of talent and drama has become more intense, the challenges more rigorous, and the atmosphere much more competitive. With 14 seasoned cowboys vying for a life-changing prize, no one is shy about doing whatever it takes to come out on top! In addition, this season features a new formidable opponent...Mother Nature. Filmed in beautiful, but cold and



windy Douglas, Wyoming, the weather conditions proved harsh and unrelenting, and added a whole new dimension to the challenges in each episode. We are confident our viewers will love the increased intensity of this season's competition!"

In *Ultimate Cowboy Showdown*, top cowboys from across the United States compete to win a herd of cattle (worth at least \$50,000), a coveted belt buckle and a lifetime of bragging rights. As they lock horns in a series of grueling challenges, they are judged on their skills, knowledge, grit, and passion. The diverse male and female contestants include ranch owners and managers, horse trainers, ranch hands, bull riders, and rodeo competitors. One-by-one cowboys who don't perform are eliminated by country music icon Trace Adkins and a panel of expert judges, and in the end, only one cowboy rides away with the herd.

No season of *Ultimate Cowboy Showdown* would be complete without revered host Trace Adkins, who also serves as Executive Producer of the show. He had this to say: "With each new season of *Ultimate Cowboy Showdown*, I marvel at the level of talent in the contestants. I get to see some of the best cattlemen and ranchers from across the country, men and women who make their living off the land. They make my job pretty tough throughout the competition - I never want to send anyone home; but, when they aren't on their game, I have no problem telling them to 'hit the trail.' I'm honored to judge this season's competition, and I look forward to seeing who takes home the cattle, the buckle, and the bragging rights!"

Ultimate Cowboy Showdown, produced for INSP by Glassman Media, bows on Thursday, April 21st at 8PM ET. You can get a first look at the series by clicking the graphic above.

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About INSP

INSP is available nationwide to more than 62M households via MVPDs including DISH (channel 259), DIRECTV (channel 364), Comcast Xfinity, Cox Communications, Charter Spectrum, National Cable Television Cooperative (NCTC), Verizon Fios (channel 286), AT&T U-verse (channel 564) and on vMVPDs including SLING TV, fuboTV, Philo, Frndly TV, Vidgo, SelectTV and Evoca. [Click here to find INSP in your area.](#) INSP provides a trusted viewing experience with a lineup of exclusive and original series, timeless Westerns, action-filled dramas, and films focused on adventure and heroic characters.

About Glassman Media

Glassman Media is an independent Los Angeles-based international television production company whose credits include NBC's current hit series *The Wall*, produced in partnership with LeBron James and his production company Spring Hill Entertainment; the FOX upcoming series *Spin The Wheel*; ABC's *Battle of the Network Stars*, CMT's record-setting series *Sweet Home Alabama*; NBC's hit dating series *Average Joe*; the critically-acclaimed *Three Wishes* (NBC), which was named the "most family friendly show on broadcast television." Adaptations of Glassman Media original formats have been done in territories around the world.

About Trace Adkins

In his 25-year career in Country music, Trace Adkins has sold over 11 MILLION albums, charted over 20 singles, earned numerous awards and GRAMMY nominations, and garnered over TWO BILLION streams. A Grand Ole Opry member for nearly two decades, the Louisiana native is known for dynamic baritone and fiery, always-memorable live performances, and has expanded his Country career to include film and TV acting. He broke out in 1996 with his debut album, *DREAMIN' OUT LOUD*, cracking the Top 5 of Billboard's Hot Country Songs chart with "Every Light In the House Is On" and following with the #1 smash,

“This Ain’t (No Thinkin’ Thing).” Since then, Adkins has pioneered a mix of classic Country minded traditionalism and adventurous, good-natured showmanship, breaking open new avenues in modern Country through fun-filled hits like “Honky Tonk Badonkadonk” and “Hillbilly Bone” (with Blake Shelton). He’s celebrating the 25th anniversary of his debut with 2021’s *THE WAY I WANNA GO* (Verge Records), a 25-song album that released to critical acclaim with *Rolling Stone* praising as “lighthearted club-ready fun...,” *People* noting it’s “packed to the hilt with hits,” and *Billboard* applauding “a creative tour de force that serves up the lyrical and stylistic diversity that would make his hero Milsap proud.” Mixing pure-Country reverence with standout collaborations featuring Blake Shelton, Melissa Etheridge, Snoop Dogg, Stevie Wonder on harmonica and more, the LP introduces Adkins’ latest single “Where The Country Girls At” (featuring Luke Bryan and Pitbull). Adkins will also appear in the new FOX drama series MONARCH, expected to premiere in 2022.