

Governor Bill Richardson Announces Economic Development and Tourism Opportunity for Torrance County

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SANTA FE - Governor Bill Richardson today announced The Single Action Shooting Society (SASS) has purchased the 480-acre Founders Ranch, in Torrance County, and will open a major shooting facility on the site.

The international organization, created to preserve and promote the sport of Cowboy Action Shooting, will hold at least four annual events at the ranch, drawing an estimated 10,000 attendees per year, and bringing in \$5-8 million dollars annually in economic impact.

“This is a great opportunity for Torrance County, and for New Mexico,” said Governor Richardson. “Once again, I am keeping my promise to bring economic development to every part of the state, especially rural New Mexico.”

The group, headquartered in Yorba Linda, Calif., has 60,000 members in all fifty states and 18 countries. Cowboy Action Shooting is not only a sport that tests the shooters accuracy, but a means of preserving the history of the Old West. The SASS organization also has a television series on the Outdoor Life Network and will film their series at the Founders Ranch.

“We searched all over the United States for an appropriate property for our events and found this particular area was best in that it had a spirit of the Wild West and a great group of people,” said SASS president Ken Amorosano. “Not only can we contribute to our western heritage, but New Mexico also helps us by contributing their own rich American culture. It’s a perfect match.”

“We’re thrilled they’re here. It puts us on the map and lets people know that we’re open to businesses like that,” said Estancia Valley Economic Development Association (EVEDA) president Bill Williams.

“This is another example of the state partnering with a local community, and with business, to create success for New Mexico,” added Governor Richardson.

The first event at the ranch will be the EVEDA’s annual fundraiser called “Matanza” on June 26th featuring musician Michael Martin Murphy. SASS has donated the ranch and will provide shooting exhibitions and other Wild West demonstrations.