

## Walt Garrison Biography

Walt Garrison is a former Vice-President of U.S. Smokeless Tobacco Co., and has been associated with the company for over 35 years. He represents USSTC in various sporting events sponsored by the company, including auto racing, College Rodeos, the Professional Rodeo Cowboys Association and the Professional Bull Riders Association. He is still involved with USSTC as a consultant.

As a long-time consumer of smokeless tobacco, Garrison came to the attention of U.S. Smokeless Tobacco in the early 1970's. Since then he has been featured in the company's advertising and promotional ventures.

Prior to joining U.S. Smokeless tobacco, Garrison starred on the Gridiron with the Dallas Cowboys from 1966 to 1974, and was selected to play in the Pro Bowl twice during his national football league career. He also played in Super Bowls V & VI, where they were the 1972 World Champions.

Walt retired as the third-leading rusher in Cowboy History and the fourth-leading pass receiver. Though he played in backfields that included Roger Staubach, Dan Reeves, Calvin Hill, Duane Thomas, Robert Newhouse and Don Perkins, he always seemed to be the back in possession of the ball when the Cowboys absolutely had to have the first down or a short-yardage touchdown.

"If you needed four yards," said former quarterback Don Meredith, "You'd give the ball to Walt Garrison and he'd get you four yards."

At the same time he was excelling on the Gridiron, Garrison was also starring in the rodeo arena. As a lifetime member of the Professional Rodeo Cowboys Association, his favorite events are Steer Wrestling and Team Roping.

In 1977, Walt was selected as the First American Horseman by *American Horseman Magazine*, for his "Total image of fair play, athletic superiority, sportsmanship and his reputation as a Rodeo Superstar."

Walt was inducted into the Oklahoma Sports Hall of Fame in 1993 and a 200 inductee in the Oklahoma State University Hall of Honor.

Walt was selected to Pat Summerall's & John Madden's "All Time Dallas Cowboys Team" and the *Dallas Morning News* "All Time Dallas Cowboys Team".

Walt is a former recipient of the Lane Frost Award. He was also appointed to the Board of Directors of the Justin Cowboy Crisis Organization and is a member of the newly formed PRCA Advisory Council.

He is an inductee in the "Cowboy Walk of Fame" in Stephenville, TX and a member of the "Texas Cowboy Hall of Fame" in Fort Worth, TX.

Garrison makes his home in Argyle, TX. In his spare time, you'll find him whittling and roping at a local team roping or at home roping with friends and family.

Selected one of the "50 Greatest Dallas Cowboys" by the *Fort Worth Star Telegram*, Sunday October 18, 2009.

