



## Press Release:

# The Outlaw Truck and Tractor Pulling Association: **HEARTLAND DIVISION**

**11-30-21 – The Outlaw Truck and Tractor Pulling Association is proud to announce its first regional level pulling division to be called The Heartland Division.**

After many months of discussions and planning with Greg Lussetto, owner of the The Heartland Pulling Series of Nebraska and Colorado, OTTPA is excited to introduce the new Heartland Division of the Outlaw Truck and Tractor Pulling Association. This newly formed regional level pulling division will be exactly that, regional level pulling of the Outlaw Truck and Tractor Pulling Association. The Outlaw Organization “NATIONAL LEVEL” of pulling as we know it today will remain as its own points race.

We have chosen the Heartland name to remain due to the locality of this specific geography being in the “HEARTLAND” of our great country! Moreover, the Outlaw Heartland Division is open to other area independent organizations that would want to join this Outlaw regional level of competition. The sport of truck and tractor pulling has so much room for growth and we are excited as a National Organization to expand into regional level pulling competition. Our FAMILY is growing!

Greg Lussetto will lead the Outlaw Heartland Division as the Regional Director along with help from his daughter Jazalyne Henderson as Secretary/Treasurer. They will have all access to the Outlaw corporate staff, tech services, website, driver app and all resources to assure the Outlaw Heartland Division is successful and is poised to grow into the future!

“As I thought about the future of truck and tractor pulling and where we needed to be headed as the Heartland Series, I couldn’t help but continually think about how we should join into the Outlaw organization,” said Greg Lussetto! “The Outlaws have so much to offer a smaller association like ours that I knew it was time to join forces and become better TOGETHER rather than trying to stay independent,” Greg said!

“We are proud to having built the Outlaw organization into a platform and business model that smaller organizations are asking for our help,” says Kurt VanBeek, owner of the Outlaws. There so many opportunities within the Outlaws that we can share with other organizations, Dave Nelson says, co-owner of the Outlaws. “We are excited to start with the Heartland Division and allow this to become our template to inviting other associations to come in under the Outlaw Umbrella,” Dave and Kurt shares! “This is great for the pullers, promoters, fans and all of the great Outlaw and Heartland sponsors,” Dave ends with!

Stay tuned for more details and get ready for the Outlaw Heartland Division Pulling series to rock the Heartland!