For Immediate Release

Whiplash isn’t your typical “John Wayne”

by Lauren Johnson and Nicole Chance

LOUISVILLE, KY – November 13, 2014 – Whiplash is not your typical cowboy. Being a 22-year-old White-Throat Capuchin monkey, he’s not the type you would normally see rounding up sheep or cattle. His “horse”, Boogie, is actually a Border Collie. There is nothing ordinary about this exciting act. They will be the outstanding entertainment during the intermission each night of the 3-day Great Lakes Circuit Finals Rodeo, which is being held November 13-15, 2014. The rodeo runs in conjunction with the North American International Livestock Exposition.

Born on a breeding farm in Florida, Whiplash has performed as the cowboy monkey since he was two. Originally, he worked with Tommy Lucia. That is where he spent most of his life. Tommy and his son, Anthony Lucia, traveled and worked together for many years. When Anthony went out on his own, Tommy did not want to travel anymore. So he approached Kenny Petit about taking over Whiplash’s care in October of last year.

Petit has been around rodeo his entire life, competing as a Bareback Bronc rider, working as a Bull Fighter and Rodeo Clown, as well as running Chuck-Wagon Races. In recent years, he has also served as the Production Office Manager and Jumbotron Director at the Wrangler National Finals Rodeo (WNFR). He and his family own a ranch in Stephenville, Texas, where Whiplash currently resides.

True to Capuchin characteristics, Whiplash weighs approximately six pounds. This breed of monkey typically has a life span of 35 years in the wild, but with proper veterinary care, can live up to 45 years in captivity. In terms of diet, Whiplash can eat any healthy human food. “Anything that is good for us, is good for him,” says Petit. However, Whiplash sometimes gets one or two McDonald’s French fries as a treat only. Petit also says toddler food is excellent in terms of nutritional value for Whiplash. Purina makes a monkey chow, which he also gets regularly.

(more)
Much like a person, Whiplash has his own room in Petit’s home, complete with a TV and toys. When his care switched to the hands of the Petit family, it was a very stressful time for Whiplash. In order to adjust Whiplash to his new surroundings and new family, Kenny’s wife Nicole would read to him. First, she started out reading her devotionals to him every morning. Then, it branched out to completing daily work in his room, reading aloud whenever she could. Through this, Whiplash developed quite a fondness for women, in particular Nicole.

Over the past 20 years, Whiplash has become quite the sensation. Recently, Petit released a book about Whiplash the Cowboy Monkey’s adventures, along with his sidekick Kattle Kate. Hundreds of copies will be available during this year’s WNFR, where Whiplash will be the opening act during the fifth and tenth go-rounds. Also in his first year of performing with Petit, Whiplash set attendance records at three out four Minor League Baseball games within one week. Whiplash and Petit have matching NFR belt buckles for this year, as well as a collar for Boogie, crafted by Montana Silversmiths.

With such a strong legacy and fan-base behind him, it is safe to say that Whiplash is the most unique cowboy to have ever performed in Freedom Hall.

(end)

Image available, image number is 001

Caption: Whiplash and his “horse”, Boogie, are in their element at the Great Lakes Circuit Finals Rodeo at the North American International LivestockExposition.