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**Western Fashion Visionaries Behind Double D Ranch to Receive Prestigious
Annie Oakley Award at 2026 Luncheon**

*Linsay Rosser Sumpter to receive Trailblazer Award; Courtenay DeHoff to serve as emcee for
the Annie Oakley Society's signature annual event*

OKLAHOMA CITY, August 3, 2026 — The Annie Oakley Society will honor Audrey Franz, Cheryl McMullen and Hedy Carter, the visionary sisters who transformed Double D Ranch into one of the most distinctive and influential brands in contemporary Western fashion, along with their mother, Margie McMullen, with the prestigious Annie Oakley Award at its annual Luncheon & Awards on Wednesday, Nov. 11, 2026, at the National Cowboy & Western Heritage Museum in Oklahoma City.

Linsay Rosser Sumpter will receive the Annie Oakley Society's Trailblazer Award. Courtenay DeHoff, known as the Fancy Lady Cowgirl and the 2025 recipient of the Trailblazer Award, will serve as emcee.

The Annie Oakley Award recognizes extraordinary women whose character, leadership, determination and accomplishments have made a lasting difference. Franz, McMullen and Carter will join a distinguished roster of honorees that includes Justice Sandra Day O'Connor, Reba McEntire, Admiral Michelle Howard, Kristin Chenoweth, Mary Higgins Clark, Susan Goldberg, Kathie Lee Gifford and most recently, Sharen Jester Turney.

Born and raised in South Texas, the sisters grew up with deep Western roots shaped by generations of farming, working dude ranches and raising and racing quarter horses. In 1989, they "rubbed two nickels together" and launched Double D Ranch with a single blanket coat. More than three decades later, their bold creative vision, entrepreneurial courage and unmistakable aesthetic have built Double D Ranch into a Western fashion powerhouse whose designs are recognized and celebrated across the country.

From richly detailed statement pieces to collections that honor the art, history and iconography of the American West, Double D Ranch has helped redefine Western style for generations of women. Its designs have made a mainstream impression, worn by the likes of country star Lainey Wilson and featured in the hit television series *Yellowstone*.

Each sister has played an indispensable role in the company's remarkable success. McMullen, Double D Ranch's creative director, is the artistic visionary behind the brand's signature aesthetic and six distinctive collections each year. Carter serves as director of production, coordinating with creators around the world and overseeing the craftsmanship and detail of every garment. Franz, the company's CEO, leads its operations, logistics and people with the strength, warmth and determination that have sustained the family business and propelled its continued growth.

"Double D Ranch is an extraordinary American success story rooted in family, fearless creativity and the independent spirit of the West," said Cathy Keating, national chair of the Annie Oakley Society. "Audrey, Cheryl and Hedy began with little more than a bold idea and the determination to make it succeed, and together they built one of the most admired and recognizable brands in Western fashion. We are also pleased to honor their mother, Margie, alongside them as part of this remarkable family story. Their vision, perseverance and influence make them exceptional recipients of the Annie Oakley Award and inspiring role models for women and girls everywhere."

Sumpter will receive the Annie Oakley Society's Trailblazer Award in recognition of her transformative work to advance women in rodeo. As commissioner of Premier Women's Rodeo, she is opening doors for female athletes through expanded professional opportunities, increased prize money and unprecedented national visibility.

A third-generation rodeo professional, Sumpter is the granddaughter of legendary stock contractor Cotton Rosser, who received the Museum's Ben Johnson Memorial Award in 2006 and was inducted into its Hall of Great Westerners in 2015. An accomplished breakaway roper, longtime collegiate rodeo coach and agricultural educator, Sumpter is a powerful force in Western sports and an inspiring champion for the cowgirls who will follow in her footsteps.

DeHoff brings a dynamic and nationally recognized voice to the luncheon. A television personality, speaker, cowgirl and agricultural advocate, she has spent more than 15 years in television and has taught tens of thousands of people in the agricultural industry how to share their stories and help bridge the divide between rural and urban communities.

The Annie Oakley Society brings together women leaders and philanthropists committed to honoring the character, perseverance and values of its namesake. Through their support of the National Cowboy & Western Heritage Museum, Society members help build and sustain world-class educational experiences that introduce children and families to the rich and diverse history of the American West.

Proceeds from the luncheon benefit educational programming for children and families at the Museum.

For reservations, sponsorship opportunities or more information, visit

<https://nationalcowboymuseum.org/annie-oakley-society/luncheon/>.

About the National Cowboy & Western Heritage Museum

The National Cowboy & Western Heritage Museum in Oklahoma City is the nation's premier institution dedicated to the history, art and culture of the American West. Founded in 1955, the Museum houses an internationally renowned collection of more than 35,000 Western and Native American artworks and artifacts, including the world's most extensive collections of American rodeo photography, barbed wire, saddlery and early rodeo trophies.

Through its exhibitions, programs and scholarship, the Museum preserves and interprets the continuing story of the West, illuminating the people, traditions and ideas that continue to shape American culture. With more than 10 million visitors from around the world, it stands as a leading authority on the enduring legacy of the American West.

A recent RegionTrack study found the Museum will generate \$313 million in economic impact for Oklahoma this decade, including \$170 million in direct benefits through 2028 and \$143 million in spillover effects, underscoring its role as both a cultural landmark and an economic driver.

For more information, visit thecowboy.org.

About the Annie Oakley Society

The Annie Oakley Society is an influential group of female leaders who are passionate about collaborating, encouraging and strengthening the power of women. The society's mission is to honor the character, perseverance and values of its namesake, Annie Oakley, by opening doors of opportunity for women across the nation and educating future generations on the rich and diverse cultures of the American West.

The Annie Oakley Society's signature project, Liichokoshkomo' (pronounced Lee-cho-kosh-ko-MO), is the museum's premier outdoor education experience and playscape centering around three key themes: people, places and perseverance. STEAM activities meet cultural diversity in the museum's backyard. Experiential learning transforms a museum visit into a hands-on, minds-on adventure within a space dedicated to making history and culture more accessible than ever.