



Morris Futch

The Man Behind the Mask

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Lone Star Circuit Card Holder & Personal Friend

Morris Futch - Bull Tough, Inc.



Due to the nature of this subject and for all of you out there who aren't familiar with the evolution of bullriding headgear, I'd like to give credit where it's due. The man behind the vision is Morris Futch. A native of Florida he came to Texas in the later 80s to attend college and ride bulls. While working toward his business degree at Southwest Texas in San Marcos, Morris rode bulls and became a well respected bullrider on the Texas scene. I've heard several accounts from guys who say they

remember Morris spurring rank bulls in the neck.

As many already know Morris' career was cut short due to a severe head injury that threatened his life and left him in need of long term therapy in every aspect of daily life. Everything from his speech to learning how to read had to be reshaped and fine tuned again. Morris not only overcame this challenge, he turned it into one of the inspirations for the eventual development of the BULL TOUGH HEADGEAR. The most significant factor was the loss of his friend Brent Thurman.



Started in a garage in the Heights district of Houston, a very unlikely home for a bullriding revolution, Morris began cutting, fitting and shaping the headgear into what you see today. His passion for the game and compassion for his fellow bullriders kept the ideal alive after many set backs. Many well respected people in the sport have been hesitant to support Morris' vision in fear of liability issues and still that hasn't deterred him. They say some people started from zero and worked their way up, if that's so then Morris started from negative 100 and built on it slowly.

It would have been easy to just let it slide but that's not what he did. Instead he kept at it, traveling, dealing with the headaches, promoting on the phone trying to get people to believe in his ideal. All while working fulltime on improving his headgear. No great financial profit was seen, or has been seen, on the development of BULL TOUGH. He's taken on a mission and stuck with it.

For everyone who ever considered headgear and questioned the price of a BULL TOUGH, as opposed to knock offs, they should be aware of the time, knowledge, care and craftsmanship that goes into the development and marketing of this specialized bullriding headgear. There's been an enormous amount of attention devoted to research and development for safety reasons.

All this was done by one guy out of his garage, not for money or recognition but simply to save bullriders lives. And that's what he's done. Just ask Mike Lee.