THE PIPELINE LIFE PRESENTS

PIPELINERS TOUR

BUILT BY THE CREWS. BACKED BY THE BEST.

MEDIA CONTACT:
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FOR IMMEDIATE RELEASE

PIPELINERS TOUR BRINGS PERMIAN BASIN RALLY AND WELDING RIG COMPETITION TO ODESSA DEC. 6

FREE, 18-AND-OLDER CREW APPRECIATION RALLY FEATURES LIVE MUSIC AND GIVEAWAYS. SPONSORSHIPS ARE OPEN TO WEST TEXAS BUSINESSES AND INDUSTRY PARTNERS.

ODESSA, TEXAS (NOVEMBER 11, 2026) — The Pipeline Life will host the Pipeliners Tour Permian Basin Rally on Sunday, December 6, 2026, from 11 a.m. to 3 p.m. CT at Shack in the Back, 11610 W. Hwy. 80 E. in Odessa. Admission is free for guests 18 and older. No tickets are required.

The rally brings together pipeliners, welders, operators, laborers, foremen, contractors, suppliers and local businesses for an afternoon of crew appreciation. The Welding Rig Competition will put the spotlight on the trucks welders work out of all week and the ingenuity that goes into setting up a rig for life on the road.

The afternoon also features live music, vendors and giveaways. Guests can catch the games on TV, and food and drinks will be available for purchase at the venue.

Sponsorships are open for the Permian Basin Rally, including the Welding Rig Competition. The Pipeliners Tour is inviting welding suppliers, diesel and truck shops, dealerships, contractors, equipment companies, consumer products and other businesses that serve the trades to help recognize the crews. A competition sponsor can meet the welders behind the rigs and help present the award. Other opportunities include picking up a food or bar tab for the crews, backing live music or contributing giveaway prizes.

The Permian Basin Rally will also spotlight The Pipeline Life Foundation, a separate 501(c)(3) nonprofit supporting pipeline workers, skilled tradespeople, their families and the next generation entering the trades. Its efforts include scholarships, training assistance, first-year worker support and emergency hardship assistance. Through its “Send a Hand to the ROW” campaign, the Foundation helps new hands overcome barriers to getting started, including boots, protective equipment, tools and training.

Alcohol will be available for purchase by guests 21 and older with valid identification. Tickets and event details are available at **pipelinerstour.com**.

Businesses interested in supporting the rally can call Melanie Baxter directly at **660-853-2777** or find sponsorship information at **pipelinerstour.com/sponsors** and vendor information at **pipelinerstour.com/vendors**.



“The rigs rolling into Odessa are the same trucks these welders work out of all week.”

“Every hand sets up their rig a little differently, and there’s a story behind those choices. We want to give them a place to show what they’ve built and give the businesses that keep them working a chance to shake their hands.”

– Melanie Baxter
Founder, The Pipeline Life,
The Pipeline Life Foundation,
and Pipeliners Tour



ABOUT THE PIPELINERS TOUR

Produced by The Pipeline Life, the Pipeliners Tour is a national rally series that celebrates the crews who build and maintain America’s pipeline infrastructure. Each stop brings crews, contractors, suppliers and local businesses together outside the jobsite.

ABOUT THE PIPELINE LIFE

The Pipeline Life is an independent media brand that shares stories straight from pipeline crews and covers the people, rigs and work behind America’s energy infrastructure. Its videos draw more than **8 million** monthly views.

Built by the Crews. Backed by the Best.

MEDIA CONTACT

Melanie Baxter
Founder, The Pipeline Life, Pipeliners Tour and
The Pipeline Life Foundation

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MEDIA KIT

For Immediate Release
November 11, 2026

FAST FACTS

PERMIAN BASIN RALLY
December 6, 2026

WEST TEXAS
Shack in the Back, Odessa, Texas

FREE ADMISSION, AGES 18 & OLDER
No tickets required

WELDING RIG COMPETITION
See the work trucks pipeline welders set up to carry their machines, tools and gear from job to job.

LIVE MUSIC + FOOD + DRINKS
Live music, vendors, giveaways, games on TV, and food and drinks available for purchase.

SPONSORS WANTED
Welding Rig Competition, crew food or bar tab, live music and giveaways. Call Melanie Baxter at 660-853-2777.

EXPECTED ATTENDANCE
500+ pipeline crews & industry professionals

200,000+ FOLLOWERS
Across social media platforms

8+ MILLION MONTHLY VIDEO VIEWS
Organic reach across the pipeline and skilled-trades audience

FOUNDATION SPOTLIGHT
The Pipeline Life Foundation, a 501(c)(3) nonprofit, will be highlighted at the event

WHY THIS MATTERS

- **CELEBRATE THE CREWS.** Recognizes the skilled men and women who build and maintain America's energy infrastructure.
- **BUILD INDUSTRY RELATIONSHIPS.** Creates real face time between workers, contractors, suppliers, manufacturers, unions and decision-makers.
- **SUPPORT THE NEXT GENERATION.** Highlights The Pipeline Life Foundation and its mission around workforce development, scholarships and worker support.

MEDIA KIT & DOWNLOADS

Scan to access photos, B-roll, logos, fact sheet, founder bio, and more.

pipelinerstour.com/media

STORY ANGLES

- Pipeliners Tour brings rally-style industry event to West Texas.
- What goes into building a working pipeline welding rig?
- Why is the Tour bringing a crew appreciation rally to Odessa?
- How the Pipeliners Tour brings the blue-collar and business sides of the industry together.
- How The Pipeline Life turned an online pipeline community into an in-person national rally series.
- How The Pipeline Life Foundation connects crew appreciation to workforce development and worker support.
- How do West Texas businesses keep crews equipped from one job to the next?

MEDIA ASSETS AVAILABLE

- High-resolution photos and logos
- Approved B-roll and event footage
- Founder headshots
- Brand assets and guidelines
- Drone footage and event renderings

TOUR EXPERIENCE

- Live Music
- Crew Appreciation
- Welding Rig Competition
- Industry Vendors & Sponsors
- Networking
- Giveaways
- Food & Beverages

MEDIA INQUIRIES

Interviews, images and additional information are available upon request.

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660-853-2777

CONNECT WITH US

@thepipelinelife
#PipelinersTour #ThePipelineLife
pipelinerstour.com

ONE INDUSTRY. ONE COMMUNITY. ONE TOUR. BUILT BY PIPELINERS. FOR PIPELINERS.

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MEDIA FACT SHEET

UPDATED NOVEMBER 2026

ABOUT THE PIPELINERS TOUR

The Pipeliners Tour is the first national rally-style event series created specifically for pipeline workers and the companies, organizations and communities that support them.

Produced by The Pipeline Life, the Tour brings together pipeliners, welders, operators, laborers, contractors, unions, manufacturers, suppliers, local businesses and industry leaders for crew appreciation, networking, entertainment and authentic industry connection.

Unlike traditional trade shows, the Pipeliners Tour is built around the people doing the work.

WHY IT MATTERS

CELEBRATES AMERICA'S WORKFORCE

Recognizes the skilled men and women building America's energy infrastructure.

BUILDS INDUSTRY RELATIONSHIPS

Connects workers, contractors, manufacturers, suppliers, unions and employers.

STRENGTHENS PIPELINE COMMUNITIES

Brings economic activity and community engagement to host cities.

AUDIENCE

- Pipeline Workers
- Welders
- Operators
- Laborers
- Foremen
- Contractors
- Union Members
- Industry Suppliers
- Manufacturers
- Recruiters
- Families

ABOUT THE PIPELINE LIFE

THE PIPELINE LIFE

Founded in 2023, The Pipeline Life is one of North America's largest independent pipeline media brands, reaching more than 200,000 followers and generating more than 8 million monthly video views. Through original storytelling, industry events, and partnerships, The Pipeline Life celebrates the people building America's energy infrastructure while connecting workers with the companies that support them.

ABOUT THE PIPELINE LIFE FOUNDATION

The Pipeline Life Foundation is a 501(c)(3) nonprofit organization created to support the people behind America's pipeline and skilled-trades workforce. Through workforce development, scholarships, training opportunities and worker assistance programs, the Foundation is focused on helping the next generation get started while standing behind the men and women already doing the work.

EIN: 42-3599096

BY THE NUMBERS

200,000+
SOCIAL MEDIA FOLLOWERS

8+ MILLION
MONTHLY VIDEO VIEWS

NATIONAL TOUR
MULTIPLE U.S. TOUR STOPS

DECEMBER 6, 2026
ODESSA, TEXAS

TOUR STOPS

- Cookeville, Tennessee
- Harmony, Pennsylvania
- West Texas
- Baton Rouge, Louisiana
- Additional U.S. cities to be announced

MEDIA RESOURCES

- High-resolution logos
- Press photos
- Drone footage
- B-roll
- Founder headshots
- Fact sheets
- Brand guidelines
- Sponsor logos

CONTACT

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DOWNLOAD THE COMPLETE MEDIA KIT

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