

MEDIA RELEASE

The Canadian Finals Rodeo is returning to Edmonton in 2024

Hold on to your horses! Canada's national championship rodeo to return to the city where it started in 1974 and was held until 2017.

October 25, 2023 (Edmonton, AB) - This morning, it was announced that the Canadian Finals Rodeo (CFR) will be heading to Edmonton under a three-year agreement, which will see it staged at Rogers Place in 2024, 2025 and 2026.

CFR will feature five main rodeo performances over four days, which are the centrepiece in a week-long celebration of western culture featuring some of the world's very best rodeo athletes and stock as well as dozens of additional events and entertainment both on- and off-site throughout the city. CFR is an annual coming together for agriculture, community and business leaders alike.

CFR started in 1974 and was held at the old Edmonton Gardens. From then until 2017, it was a highlight in our city's annual calendar of events until it moved south to Red Deer for a successful run from 2018 through next week's celebration, November 1-5, at Westerner Park in Red Deer. For more information head to the CFR Red Deer website: <https://www.cfreddeer.ca/>.

Edmonton has had a long love affair with pro rodeo; many times over the years, CFR sold out over 15,000 seats at Northlands Coliseum.

The total projected economic impact of bringing CFR back to Edmonton is more than \$30.4 million, supporting more than 5,578 jobs. The four-day event will draw in an estimated 45,000 spectators, spurring demand for over 12,000 hotel rooms.

With the move downtown to the state-of-the-art Rogers Place venue and the influx of visitors to the city, CFR will bring vibrancy to the core. The new location also provides an elevated experience for spectators who will walk out the doors of Rogers Place and have dozens of bars, restaurants and pubs to enjoy in ICE District and throughout downtown – it's sure to be a wild-west good time.

Quotes:

Hon. Randy Boissonnault, Minister of Employment, Workforce Development and Official Languages:

"Canadian Finals Rodeo has been a part of the cultural fabric of Edmonton for generations. Edmonton always shines when it is under the bright lights, and we are so happy to partner with this wonderful event and look forward to welcoming athletes, families and guests from Alberta, across Canada and around the world to experience the best of Alberta's Capital City and our Western hospitality!"

Hon. Joseph Schow, Minister of Tourism and Sport:

"The Canadian Finals Rodeo is a celebration of skill, grit and a connection to the land—traditions that are deeply rooted in Alberta. That's why Alberta's government is investing \$4.5 million over three years to ensure this tradition continues to thrive in our province. Investing in world-class sporting events like the Canadian Finals Rodeo drives economic growth, creates jobs and supports businesses. And that's good news for all Albertans."

Edmonton Mayor Amarjeet Sohi:

"The City of Edmonton has always been the heart and soul of the Canadian Finals Rodeo, and we're thrilled to welcome it back home. This event is not just about the sport of rodeo; it's a celebration of our western heritage, a gathering of agricultural, community, and business leaders, and a boost to our local economy. As we prepare to host the CFR at Rogers Place from 2024 to 2026, we're anticipating an economic impact of over \$30 million and the creation of more than 5,500 jobs. Hosting the Canadian Finals Rodeo is a testament to our city's vibrant and economic spirit, and we look forward to showcasing the best of Edmonton to visitors from far and wide. Thank you to the City of Edmonton, Explore Edmonton, Oilers Entertainment Group, Government of Alberta and Edmonton Destination Marketing Hotels for working with the Canadian Pro Rodeo Association to make this happen. This isn't our first rodeo, and we are proud to say that it surely won't be our last here in Edmonton."

Terry Cooke, Board President, Canadian Professional Rodeo Association:

"After five great years in Red Deer, we're excited to see the Canadian Finals Rodeo return to Alberta's capital where it all started for us. Generations of people have grown up with memories of an annual trip to Edmonton to see the CFR and now that will continue. Our athletes are excited to compete at Rogers Place in front of both long-standing and new rodeo fans."

Denny Phipps, General Manager, Canadian Professional Rodeo Association:

“Thank you to everyone involved during this CFR journey which will see the Finals return to Edmonton: the CPRA Board of Directors, Jeff Robson for acting as the CPRA liaison in this process and Explore Edmonton for their commitment to see the CFR return to their city. We’re very grateful to Westerner Park, the City of Red Deer, Red Deer County and the rodeo fans who made the last five years memorable. Thank you to those communities who submitted great bids and made the process of determining a future home for CFR a challenging one that allowed us to bring a number of excellent options back to the CPRA Board. We’re looking forward to celebrating the legacy of the Canadian Finals Rodeo both next week in Red Deer and beyond as we make our return to Edmonton in 2024.”

Traci Bednard, CEO, Explore Edmonton:

“Our analysis shows that CFR will generate over \$30 million in total economic impact in Edmonton. We are excited by the prospect of all those visitors, but also to welcome CFR back to Edmonton. It has been such a large part of our city for so long, and we are thrilled to host it again. We are particularly thankful to the City of Edmonton, Government of Alberta, Edmonton Destination Marketing Hotels, Oilers Entertainment Group and business and community leaders for their strong support and commitment to bringing CFR home.”

Barnie Yerxa, Chairman of the Board, Edmonton Destination Marketing Hotels:

“The CFR is a world class spectator event and generates significant tourism for Edmonton. About two-thirds of the spectators are expected to arrive from out of town, generating over 12,000 hotel room nights and all the accompanying spending in restaurants and bars. This will be a wonderful week for the hotel and hospitality sector in Edmonton and we are thrilled with this announcement.”

CFR B-roll and Backgrounder can be viewed and downloaded, [here](#). For more information about the 2024 CFR in Edmonton, visit cfr.ca.

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For more information or to arrange a follow up interview with an Explore Edmonton spokesperson, contact:

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