



FOR IMMEDIATE RELEASE - May 16, 2019

### **Finning and CPRA Expand Partnership**

The Canadian Professional Rodeo Association (CPRA) welcomes Finning as the official title sponsor of the Finning Canada Pro Rodeo Tour for the second straight year.

“Finning is pleased to once again be the “Official CPRA Pro Tour sponsor,” says Darren Riley, Vice President Corporate Accounts, Finning Canada. “We are proud to support the Pro Rodeo Tour and are excited to get out and meet the fans and take part in the events planned in the communities where we live and work across Western Canada. And for the second year in a row we are offering fans a chance to win a brand new Cat® UTV.”

The official giveaway of the Cat UTV will take place at the Canadian Finals Rodeo (CFR) Buckle Ceremony this fall. Stay tuned for exact location and date.

“National partnerships, such as this one, add value to our Association,” Jeff Robson, CPRA General Manager, adds. “With Finning’s help, we’ve been able to distribute funds back to our rodeo committees, add more stops to the Pro Tour and substantially increase the payout offered to contestants at the Tour Final.”

The CPRA’s Finning Canada Pro Rodeo Tour now includes eleven high-profile, lucrative rodeos which offer pro rodeo contestants a combined total of over \$1.5 million in prize money.

The Tour kicks off in two weeks - at the Grande Prairie Stompede May 30-June 2 with stops across Western Canada over the course of the CPRA season. The Tour Finals is set for September 1 in Armstrong B.C. where athletes will compete for \$12,000 per event, double the payout of last year. The final Tour rodeo also in Armstrong, at the IPE and Stampede takes place the Labour Day weekend.

New rodeos on the 2019 Tour include Grande Prairie and the Teepee Creek Stampede in Alberta July 12-14 and Pile O' Bones Rodeo in Regina, Saskatchewan August 2-4. For those fans who cannot attend in person, FloRodeo will be live-streaming all Finning Pro Tour events. [www.florodeo.com](http://www.florodeo.com)

Finning will be on-hand at a number of CPRA events this summer featuring equipment and offering fans a chance to win a Cat portable generator and get in on the grand prize draw for a new Cat UTV and VIP tickets to the CFR.

#### **About Finning**

Finning Canada is a division of Finning International Inc., the world’s largest Caterpillar equipment dealer. Headquartered in Edmonton, Alberta Finning Canada sells, rents and provides customer support services for Cat equipment and engines in British Columbia, Yukon,



Alberta, Saskatchewan, the Northwest Territories and a portion of Nunavut. They serve a diverse range of industrial markets, including mining, forestry, construction, pipeline/oil field construction, agriculture, government sector, marine, transportation, fisheries, and the commercial transport industry. [www.finning.com](http://www.finning.com)

### **About the Canadian Professional Rodeo Association**

The Canadian Professional Rodeo Association (CPRA) with headquarters in Airdrie, Alberta is the sanctioning body for professional rodeo in Canada. The CPRA approves 55 events annually with a total payout exceeding \$5.7 million. The organization holds their premiere event - the Canadian Finals Rodeo (CFR) - at Westerner Park in Red Deer, Alberta, October 29 - November 3, 2019 and will oversee the Finning Pro Tour Finals September 1 in Armstrong, BC and their inaugural Maple Leaf Circuit Finals November 27-30, 2019 at the Canadian Western Agribition in Regina, Saskatchewan. [www.rodeocanada.com](http://www.rodeocanada.com)

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