



Pro Rodeo Canada

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Twisted Tea Jumps On Board as Rodeo Canada Series Sponsor

Rodeo Canada has a new rodeo series for 2013. Twisted Tea Brewing Company, which offers several varieties of hard iced tea, is partnering with the Canadian Professional Rodeo Association to offer a 'six event' series. The 2013 schedule includes Coleman, AB (April 26-28), Stavely, AB (May 9-11), Luxton, BC (May 18-20), Airdrie, AB (June 27-July 1), Tee Pee Creek, AB (July 13-14) and Maple Creek, SK (July 17-19).

The Twisted Tea Pro Rodeo Series will pay out \$1500 to the high point champions in each event including the header and heeler in the team roping event. To qualify for the bonus money, contestants must have competed in each stop on the Twisted Tea Series.

Founded in 2001, the Twisted Tea Brewing Company is based out of Cincinnati, Ohio. Twisted Tea was first introduced to Alberta during its Canadian debut in 2011. Earlier this year, the product was launched nationally across Canada. In the words of Twisted Tea officials, 'our tea brewmasters have been committed to brewing a hard iced tea that not only tastes like real iced tea but also delivers an incredibly smooth and refreshing drinking experience.' Twisted Tea is available in 12 can cases in Alberta, Manitoba and Saskatchewan.

Twisted Tea Marketing Consultant, Emily Peak explains, "The Twisted Tea consumer enjoys snowboarding, hockey, fishing, rodeos, the outdoors and all things extreme! Twisted Tea is extremely excited to be partnering with the Canadian Pro Rodeo Association!"

CPRA Rodeo Administrator Kynan Vine adds, "Those contestants who compete at all six Twisted Tea rodeos will have an opportunity to win the bonus prize of \$1500. The committees will hopefully see an increase in contestants who will be trying to win the series and the committees also gain a sponsorship relationship with Twisted Tea via the CPRA office. If the series goes well this year, it may expand in 2014. It's nice to see a sponsor who wants to help the contestants, committees and the CPRA as a whole."

For more information,
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