

Pro Rodeo Canada



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Cinch Among Partners For Grass Roots Pro Rodeo Finals

Excitement is building for the inaugural CINCH Grass Roots Pro Rodeo Tour Finals presented by Ranchman's. The two-day event takes place on October 3-4 at the new Agrium Western Event Centre at Stampede Park in Calgary. It will be the first rodeo held in the 2,500-seat facility, which opened in June.

"The Calgary Stampede is excited to be involved," says Canadian Professional Rodeo Association Rodeo Administrator, Kynan Vine. "I think it's important for both of us to support the grassroots of our sport and build the sport for the future."

The top ten competitors in each event from the CPRA's Grass Roots Tour, which is made up of 35 rodeos in 2014, will qualify for the Finals. They'll be competing for a share of the \$10,000 purse per event with all earnings counting in the Pro Rodeo Canada standings.

"We're not only paying a bonus for being the best on the tour, but that money could make or break it for some contestants. Those that are willing to keep going down the road will give themselves a second chance at qualifying for the CFR."

CPRA President, Murry Milan says the Grass Roots Tour doesn't just benefit the association's athletes.

"It gives our smaller rodeo committees more support to keep them alive and well by keeping entries up," explains Milan. "Some guys at this time of year start thinking they don't have a whole lot won. But now, they know if they stay hooked and in the saddle and get to the smaller rodeos, they've got another chance to go to the Canadian Finals."

The CINCH Grass Roots Pro Rodeo Tour Finals will also help CPRA stock contractors to show off some of their future superstars.

"We have horses and bulls that cowboys win on at rodeos that may not get showcased anywhere else," offers CPRA Interim General Manager, Jeff Robson. "As an association, we wanted to make sure they had the opportunity to do that."

Supporting the grassroots of rodeo is a perfect fit for the title sponsor of the 1st annual Grass Roots Tour Finals.

"We are extremely excited to be partnering with the Canadian Pro Rodeo Association," says Megan Grieve, Sponsorship and Marketing Strategist for Cinch. "Since 1996, the Cinch Clothing brand has been creating quality jeans and shirts for the western enthusiast both in and out of the arena. CINCH's roots tie back to the need for quality, performance-ready products and grassroots marketing

has been an instrumental part in the launch and success of the brand.”

“Rodeo is a sport with traditional ties to sponsorship exclusivity, and we at CINCH have had to partner with new and growing events in the industry in order to create opportunity to grow our rodeo presence and to generate opportunities to put more dollars towards the sport. When first approached with the opportunity to partner with the CPRA, we saw an immediate marriage of values and ideals as the Grass Roots Tour Finals rolled out in Canada. As a company with ties from the beginning to entrepreneurial principles, we continue to seek opportunities where we can grow our market share and equally contribute in very unique and event-specific ways to give back to an industry that has been so kind to us.”

The CPRA will also bring the Calgary business community on board by giving companies a chance to draft a team of ten CINCH Grass Roots Tour Finals’ qualifiers at a sponsor reception at the Ranchman’s on October 2nd. The owner of the winning team will have \$2,000 donated in their name to the Edmonton Rodeo Cowboys Benevolent Fund, which helps athletes in times of financial hardship due to rodeo-related injuries..

“Everyone knows corporate Calgary is good at supporting the Calgary Stampede,” says Robson. “This event gives them a chance to get involved in pro rodeo at another time of the year and to get to know these contestants and their families intimately. The Grass Roots Finals could bring rodeo in Calgary to a new level.”

Tickets for the CINCH Grass Roots Tour Finals are available at Ticketmaster by calling 1-855-985-5000 or by visiting www.ticketmaster.ca.

About the Canadian Professional Rodeo Association: The Canadian Professional Rodeo Association (CPRA) with it’s headquarters in Airdrie, Alberta, is the sanctioning body for professional rodeo in Canada. The CPRA sanctions over 50 events annually with a total payout exceeding \$5.1 million. Join us for the 41st edition of the Canadian Finals Rodeo (CFR) November 5th to 9th, 2014 in Edmonton, Alberta at Rexall Place, our association’s premiere event. For more information please visit RodeoCanada.com or call (403) 945-0903. Follow us on [Twitter](#), or like our page on [Facebook](#), and watch the action on [YouTube](#) throughout the year.