



**CINCH**  
**JEANS & SHIRTS**

April 5, 2016

FOR IMMEDIATE RELEASE

**CINCH ANNOUNCED AS THE OFFICIAL JEAN AND SHIRT OF  
THE CANADIAN PROFESSIONAL RODEO ASSOCIATION**

**Airdrie, ALTA** – The Canadian Professional Rodeo Association is proud to announce Cinch as a National Sponsor of the CPRA. With a motto designated to “Lead, Don’t Follow”, Cinch will lead the way this year as the Association’s Official Jean and Shirt, and with their support, will assist the CPRA in pursuing the goal of improving the sport of rodeo for members, fans and the sponsors that share the same core values while raising awareness of their brand in Canada.

Cinch first joined the CPRA in 2014 as the title sponsor of what has grown to be the Pro Rodeo Canada Series Final and says after working with the CPRA, they decided to increase their support for the association.

“As we grew to know the CPRA leadership and contestants better, our Canadian customer base also grew and we thought it only natural to expand our partnership,” said Meg Scales, Cinch Sponsorship Manager.

“We look forward to working with the CPRA to promote our products in Canada, particularly in areas where fans may not know our brand as well. More importantly, we are excited for the expanding opportunities CPRA has afforded cowboys with new and evolving programs, which is very important to us,” Scales continued, “Cowboys helped us get our start and promote our products today, so it is great to see them rewarded.”

Canadian Professional Rodeo Association National Director of Sales, Shannon McCarthy along with the CPRA business team, have been working to build a sponsorship program within the CPRA that benefits fans, association members and gives good return on investment for the sponsors involved.

“We have so many great sponsors of the sport of rodeo, both established and new to us as an association. I hope to continue to provide value for those sponsors by providing ample brand recognition, fostering strong relationships and creating brand loyalty with our fans,” said McCarthy.

“Cinch has a respected name in the sport of rodeo and the CPRA is proud to continue to build on this valuable and mutually beneficial relationship. The generous support of Cinch is very much appreciated and will open up many opportunities to growing the sport of rodeo in Canada,” McCarthy concluded.

**Canadian Professional Rodeo Association**

*Proud home of...*



272245 RR2 Airdrie, AB T4A 2L5

Telephone: (403)945-0903

Fax: (403) (403)945-0936

Email: [cpra@rodeocanada.com](mailto:cpra@rodeocanada.com)



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

The Canadian Professional Rodeo Association (CPRA) with headquarters in Airdrie, Alta., is the sanctioning body for professional rodeo in Canada. The CPRA sanctions over 50 events annually with a total payout exceeding \$5.1 million. Follow us on Twitter, Instagram, and Snapchat at @prorodeocanada, like Canadian Professional Rodeo Association on Facebook, or online at RodeoCanada.com.

### **About Cinch Jeans & Shirts**

LEAD, DON'T FOLLOW. Since 1996, the Cinch Clothing brand has been creating quality jeans and shirts for both in and out of the arena. Some of the best athletes from the rodeo, bull riding and equine performance circles love Cinch jeans and shirts because of the quality fit and the authentic western look. From collared shirts with short sleeves or long sleeves to outerwear and athletic gear to fashion-forward western jeans, the Cinch brand puts fit and styling first. Whether fashion basics or premium styles, the designs and reputation of Cinch Jeans make Cinch Clothing the number one choice for those who live and breathe the western way of life. Visit CINCH online at [www.cinchjeans.com](http://www.cinchjeans.com).

### **FOR MORE INFORMATION**

Katy Lucas  
Director of Marketing/ Communications  
[media@rodeocanada.com](mailto:media@rodeocanada.com)

## **Canadian Professional Rodeo Association**

*Proud home of...*

