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FOR IMMEDIATE RELEASE

CANADIAN PROFESSIONAL RODEO ASSOCIATION PARTNERS WITH RESISTOL TO PROVIDE CHAMPIONS WITH QUALITY HEADWEAR

AIRDRIE, ALTA – The Canadian Professional Rodeo Association (CPRA) is excited to announce a new partnership with Resistol as the Official Hat of the CPRA. Resistol brings to the association the Resistol Rookie of the Year award, which honors the outstanding achievements of our future rodeo legends, and will outfit the Canadian Champions with high quality hats to create a partnership that is, as the renowned hat company states, “Best All-Around”.

Resistol will award the top rookie of the year in every major event, plus the overall rookie, with a hat and buckle for their success and efforts in their first year of competition as a full-carded member of the Canadian Professional Rodeo Association. Resistol General Manager, Ricky Bolin, says the company feels it is important to reward not only the current champions of the sport, but the up-and-comers as champions in their own right.

“The Resistol Rookie program is so important to our company, it is one of the oldest sponsorships we have in our organization. We believe these contestants have earned an amazing accomplishment by winning the Rookie titles and we also believe they are the future of our sport,” said Bolin.

Bolin goes on to say that at Resistol “We Live It Every Day” and is excited to partner with the CPRA because they feel the association exhibits that same motto. “We know our Canadian friends support this way of life and we wanted to support this outstanding association that wears Resistol hats.”

Canadian Professional Rodeo Association General Manager, Dan Eddy, says the partnership is a great fit for the association because it represents a brand that rodeo contestants can stand behind.

Canadian Professional Rodeo Association

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“Canadian rodeo seasons can consist of rain, hail, dry air, humidity, and from time-to-time even snowfall. Cowboys and Cowgirls need a brand of hats that will withstand all of that and still allow them to look like professional athletes inside and outside of the rodeo arena,” said Eddy.

Eddy says the 2016 CPRA Rodeo Season is about building strong relationships with the association’s partners and he looks forward to working with an organization that strongly aligns with the longstanding values of the Canadian Professional Rodeo Association.

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 Resistol

Since 1927, the Resistol hat brand has been synonymous with providing cowboys with the finest headwear available for the western lifestyle. A division of Hat-Co, Inc, the world’s largest fur-felt hat manufacturer, Resistol Hats are manufactured in Garland, Texas. Resistol is proud to be the only fur-to-felt cowboy hat manufacturer in the United States: American made, Texas proud. Each fur felt hat goes through over 200 processes under the company's high standard quality control, thereby producing the most consistent and finest hat known to the world. Resistol provides a full line of felt and straw cowboy hats, as well as full line of men’s and women’s apparel.

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