



PRCA and CPRA Extend Co-Sanctioning Agreement



For immediate release

COLORADO SPRINGS, Colo. - November 10, 2017 - The Professional Rodeo Cowboys Association and the Canadian Professional Rodeo Association have agreed on terms to extend their co-sanctioning agreement for the 2017 rodeo season.

PRCA Commissioner Karl Stressman was pleased to reach the agreement with CPRA Representative Jeff Robson.

"We're very happy with the job Jeff has done in steering the CPRA in the right direction," Stressman said. "We're proud of our co-sanctioned rodeos in Canada, and the Canadian athletes who compete in PRCA rodeos are valuable to our sport. We're excited to extend our agreement with the CPRA for another year."

On Oct. 19, the CPRA and Edmonton Northlands negotiators announced the Canadian Finals Rodeo will remain at its traditional home for the past 43 years - the Northlands Coliseum. The contract keeps the rodeo in Edmonton through the 2018 CFR. The 2016 CFR began yesterday, and runs through Nov. 13.

"Renewing our PRCA sanctioning agreement is very important to all of our committees and cowboys," Robson said. "Our two organizations have a long-standing history of working together collectively for the betterment of rodeo. We are happy to get this done to ensure a prosperous relationship between the PRCA and CPRA."

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 approves over 50 events annually with a total payout exceeding \$5.1 million. Join us for our premiere event - the 43rd edition of the Canadian Finals Rodeo (CFR) November 9-13, 2016 in Edmonton, Alberta at Northlands Coliseum. Follow us on Twitter, Instagram and Snapchat at @prorodeocanada, like Canadian Professional Rodeo Association on Facebook, or online at RodeoCanada.com.

About the Professional Rodeo Cowboys Association

The PRCA, headquartered in Colorado Springs, Colo., is the largest and oldest professional rodeo-sanctioning body in the world. The recognized leader in ProRodeo, the PRCA is committed to maintaining the highest standards. The PRCA, a membership-based organization, sanctions approximately 600 rodeos annually, and there are more than 30 million fans in the U.S. The PRCA showcases the world's best cowboys by televising the sport's premier events, including the Wrangler Champions Challenge and the world-renowned Wrangler National Finals Rodeo on CBS Sports Net (DISH channel 158, DirecTV channel 221). The Justin Boots Playoffs and Championships, Ram National Circuit Finals Rodeo, All American ProRodeo Finals, and the PRCA Xtreme Bulls Tour will also air on CBS Sports Net, as well as live stream at wranglernet.com. PRCA-sanctioned rodeos raise more than \$26 million for local and national charities. For comprehensive coverage of the cowboy sport, read the ProRodeo Sports News, the official publication of the PRCA, and for daily updates of news and results visit the PRCA's official website, www.prorodeo.com.

For more information:

Barb Poulsen

Media Relations, CPRA

Mobile: 403 625-9225

Phone: 403 625-2797

Email: media@rodeocanada.com

Justin Shaw

719.528.4704

jshaw@prorodeo.com

Professional Rodeo Cowboys Association

101 Pro Rodeo Drive

Colorado Springs, CO 80919 www.prorodeo.com

