

Saddle Up This Summer

Huge New CPRA Rodeo Added to Edmonton's Signature Summer Festival

For immediate release

EDMONTON, AB (November 9, 2016) – Northlands and the Canadian Professional Rodeo Association (CPRA) are proud to announce the introduction of the K-Days Summer Rodeo in July 2017. From July 21-23, the Northlands Coliseum will welcome the best cowboys and cowgirls for the richest one-header rodeo in North America. Professional athletes from across Canada and the United States will compete for their share of a \$400,000 purse over the course of this exciting three-day event.



“Northlands is proud to showcase our region’s western heritage with the addition of a summer rodeo to K-Days,” said Tim Reid, President and CEO for Northlands. “Rural and urban audiences alike will get a chance to enjoy world class rodeo action as a part of their K-Days gate admission.”



“Northlands has been our partner in the Canadian Finals Rodeo for 43 years,” said Jeff Robson with the Canadian Pro Rodeo Association. “Showcasing the best of the best in the sport of rodeo at a sanctioned CPRA event is a win/win for all. Not only is this one of the biggest purses in North America but this gives the winners a stronger opportunity to qualify for CFR in November 2017.”

Tickets for the K-Day Rodeo will be available in spring 2017 with exclusive pre-sale opportunities to our dedicated CFR six-pack members.



About Northlands

Northland is deeply rooted in the community and is poised to undertake a remarkable transformation. As Canada’s largest agricultural society, Northlands has cultivated the knowledge and experience to bring people together, spark interest and shine a light on Alberta’s agricultural industry. Northlands will foster an appreciation for the industry and give insight into the journey from gate to plate through educational programs, special events and the province’s culinary/food distribution channels. For more information, please visit northlands.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 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.

For more information:

Lori Coté
Public Relations Manager, Northlands
Office: 780-471-7303
Mobile: 780-267-3368
Email: lcote@northlands.com

Barb Poulsen
Media Relations, CPRA
Mobile: 403 625-9225
Phone: 403 625-2797
Email: media@rodeocanada.com

