



CPRA Welcomes IHG - InterContinental Hotels Group On Board For Another Year

FOR IMMEDIATE RELEASE
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The Canadian Professional Rodeo Association (CPRA) is excited to extend its agreement with IHG^(R) - InterContinental Hotels Group as the Official Hotel of the CPRA. Fans and Members have a quality hotel group to call home as they hit the road this summer and all year round. The agreement includes fan promotions, Canadian Championship prize packages and a partnership with the CPRA Rodeo Officials program.



The IHG brand portfolio includes popular hotel brands like: Crowne Plaza^(R) Hotels & Resorts, Holiday Inn^(R), Holiday Inn Express^(R), Staybridge Suites^(R), Candlewood Suites^(R) and others.

Jessica Checketts, Marketing Manager, Brands and Digital for IHG, comments on the value of the ongoing partnership, "IHG's Game Changing Advantage Program allows our hotels to support sports teams at all levels, from the coast to coast. Through our multiple sports partnerships, we are supporting athletes, their fans and local communities. Our hotels make it easy for sports players, parents, coaches and supporters to rest easy. We are very excited to be entering year two in partnership with CPRA for our IHG hotels in Alberta, and to really support and grow in our relationship with the exciting sport of rodeo."

Kyle Rock, Operations Manager for the CPRA, is very pleased to have IHG back on board as part of the CPRA family again for 2017. "The relationship we have built over the past year has been so mutually beneficial to both organizations and we hope to keep making the partnership bigger and better moving into the future.

"The partnership we've developed between IHG and our CPRA Pro Rodeo officials has been invaluable. The cost of getting our officials to rodeos across western Canada is quite substantial and the contributions made by IHG have been instrumental in making sure we can have first class officials at all of our CPRA sanctioned events."

About InterContinental Hotels Group

IHG^(R) (InterContinental Hotels Group) is a global organization with a broad portfolio of hotel brands, including InterContinental^(R) Hotels & Resorts, Kimpton^(R) Hotels & Restaurants, HUALUXE^(R) Hotels and Resorts, Crowne Plaza^(R) Hotels & Resorts, Hotel Indigo^(R), EVENTM Hotels, Holiday Inn^(R) Hotels & Resorts, Holiday Inn Express^(R), Staybridge Suites^(R) and Candlewood Suites^(R). IHG franchises, leases, manages or owns more than 5,000 hotels and 744,000 guest rooms in nearly 100 countries, with more than 1,300 hotels in its development pipeline. IHG also manages IHG^(R) Rewards Club, the world's first and largest hotel loyalty program with more than 92 million members worldwide. InterContinental Hotels Group PLC is the Group's holding company and is incorporated in Great Britain and registered in England and Wales. More than 350,000 people work across IHG's hotels and corporate offices globally.

Visit www.ihg.com for hotel information and reservations and www.ihgrewardsclub.com for more on IHG Rewards Club. For IHG latest news, visit: www.ihg.com/media and follow them on social media at: www.twitter.com/ihg, www.facebook.com/ihg and www.youtube.com/ihgplc.

Canadian Professional Rodeo Association

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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 Canadian Finals Rodeo (CFR) November 8-12, 2017 at Northlands Coliseum in Edmonton, Alberta. Follow us on Twitter, Instagram and Snapchat at @prorodeo-canada, like Canadian Professional Rodeo Association on Facebook, or online at RodeoCanada.com.

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