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## **Finning Canada Partners With the Canadian Professional Rodeo Association**

The Canadian Professional Rodeo Association (CPRA) is excited to announce a new partnership with Finning that will see the organization become the official title sponsor of the Finning Canada Pro Rodeo Tour.

Finning, the world's largest Caterpillar dealer, has been in operation for 85 years. Headquartered in Edmonton, Finning Canada sells, rents and provides parts and service for equipment and engines to customers in various industries, including agriculture, mining, construction, petroleum, and forestry across western Canada, the Yukon, NWT and part of Nunavut.

"We're really happy to welcome Finning Canada aboard and believe they'll be a great fit as title sponsor for the pro tour," CPRA General Manager, Jeff Robson comments. "And we're confident this agreement - with stops across western Canada - will provide opportunities for the growth of both brands."

Robson goes on to say, "The CPRA partnership with Finning is symbolic of a shift...an effort to get more money into rodeo communities' hands. We built the Heart of Rodeo which saw funds move to our rodeo committees; we want to continue to expand on that."

"Finning is proud to be the "Official Pro Rodeo" sponsor of the CPRA, an organization that has been the backbone of the Canadian Pro Rodeo tour for more than 74 years. We are looking forward to being a part of events in the communities where we live and work across western Canada," says Darren Riley, GM Alberta core industries, Finning Canada.

The CPRA's Finning Canada Pro Rodeo Tour features nine high-profile, lucrative rodeos which offer pro rodeo contestants a combined total of over 1.25 million in prize money.

Pro Tour events include Alberta's Wainwright Stampede, Ponoka Stampede, Edmonton's K-Days Rodeo, Medicine Hat Stampede and Strathmore Stampede and British Columbia's, Williams Lake Stampede, Dawson Creek Exhibition and Stampede and IPE and Stampede in Armstrong - which is also the home of the Finning Pro Rodeo Tour Finals.

In addition to its direct involvement with the Tour Rodeos - which includes a cash allotment to each - Finning Canada will enjoy a presence at the majority of Canadian Pro Rodeos during the 2018 season. Fans can look for Finning at select rodeo events where they will be showcasing equipment and running a number of contests with a chance to win a new 2018 Cat UTV, Cat portable generators, and other great prizes.



### **About Finning**

Finning Canada is a division of Finning International Inc., the world's largest Caterpillar equipment dealer. Headquartered in Edmonton, Alberta Finning Canada sells, rents and provides customer support services for Cat equipment and engines in British Columbia, Yukon, Alberta, Saskatchewan, the Northwest Territories and a portion of Nunavut. They serve a diverse range of industrial markets, including mining, forestry, construction, pipeline/oil field construction, agriculture, government sector, marine, transportation, fisheries, and the commercial transport industry. [www.finning.com](http://www.finning.com)

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

The Canadian Professional Rodeo Association (CPRA) with headquarters in Airdrie, Alberta is the sanctioning body for professional rodeo in Canada. The CPRA approves over 50 events annually with a total payout exceeding \$5.1 million. The organization holds the Grass Roots Final September 27-28 at Stampede Park in Calgary, Alberta and their premiere event - the Canadian Finals Rodeo (CFR) - at the ENMAX Centrium, Westerner Park in Red Deer, Alberta, October 30 - November 4. Follow the CPRA on Twitter and Instagram @prorodeocanada, 'Like' Canadian Professional Rodeo Association on Facebook or online at [RodeoCanada.com](http://RodeoCanada.com).

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