

For Immediate Release

September 21, Red Deer, AB | Do you have our anthem in you? Canadian Finals Rodeo unveils its new 'ANTHEM' program – a chance for entrants to be the official Canadian national anthem singer for CFR 48.

Warm up the vocals rodeo fans - you could have the opportunity to sing the Canadian national anthem at all six performances of the Canadian Finals Rodeo, bursting out of the chutes November 2nd to 6th at Westerner Park in Red Deer, Alberta – as the CFR unveils 'Anthem,' the search for the voice of CFR.

Entrants will have the opportunity to compete in the inaugural 'Anthem' performance competition on **Thursday, October 13th, at Bo's Bar & Stage**, an official partner of CFR 48. A group of ten hopeful performers, chosen among all entrants, will have their opportunity to perform two songs of their choosing for a panel of celebrity judges and a room full of CFR fans. Voting will be weighted between the selection of the celebrity judge panel and on the spot crowd-voting, with the winner being chosen from a final group of three finalist performers.

To enter, and for full contest details, please visit:


www.cfreddeer.ca/anthem-singers.

The contest opens at 9:00 am on Thursday, September 22nd and closes at 11:59 pm Friday, September 30th. The evening will be open to the public, with limited VIP seating packages available for your organization or group, featuring Western-themed menu items and special tastings available from CFR sponsors Troubled Monk. To book your exclusive VIP seating package, please contact Bo's Bar and Stage, at brennenwithbosbar@gmail.com.

We're now weeks away from the Canadian Finals Rodeo - - Stay tuned to social media, our media partners, and our website, www.cfreddeer.ca for more exciting updates in the coming days.

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About the CPRA: With headquarters in Airdrie, Alberta, the CPRA is Canada's official sanctioning body for Professional Rodeo. The CPRA approves fifty-five events annually, with a total payout exceeding \$5.7 million. Each fall, the organization oversees the Pro Tour Finals, holds its premiere event - the Canadian Finals Rodeo (CFR) - at Westerner Park in Red Deer, AB and endorses the Maple Leaf Circuit Finals.

About Westerner Park: Westerner Park is Central Alberta's largest tradeshow, agriculture, sports, entertainment, and convention facility. Westerner Park generates \$150 million annually in economic activity, a not-for-profit organization and agricultural society hosting over 1,500 events with 1.5 million visitors each year.

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