



Letter from the President

Hello again everyone!

Welcome to the Canadian Rodeo Finals Preview issue of *Canadian Rodeo News*. We are all looking forward to heading back to Edmonton; the city where they make Champions.

We will once again be bringing the best there is in professional rodeo. From the finest in the contestant ranks to the pens of some of the rankest stock in the world of pro rodeo; you are about to see one of the greatest challenges in professional sport.

Now when you combine the best there is in professional rodeo with the foremost in production of professional rodeo, there is no doubt that we are about to take you into the stratosphere of sporting entertainment. Remember, there is more than \$1,000,000 up for grabs in Edmonton. I can assure all of you that the competition is going to be fierce and the eyes of professional rodeo are going to be focused on Edmonton, Alberta, Canada. You are one of the top stops in professional rodeo!

The CFR has no way to go other than to get better and better. The Canadian Professional Rodeo Association wants to assure all of you that this is the strategy we will be incorporating to insure our future.

Producing world class sporting events requires special talents. The CPRA, working with our partner Northlands will allow you to continue to see world class rodeo. I want to thank the people from Northlands for their ongoing support of professional rodeo in Canada. Without our great staff at the CPRA office it just wouldn't get done. Well done gang!

Advance ticket sales for CFR 2007 are the strongest they have been in the history of the show. Now when you combine fans in the seats with the best in professional rodeo we are tracking to a very successful show for 2007. The CFR would not have developed into what it is today without strong support from a lot of people. I want to thank the Alberta Government, the City of Edmonton, the sponsors, the media... but most of all: YOU THE RODEO FAN!

The competition is about to start and we are about to take you to the edge of your seat. Are ya ready? We are! Enjoy the show!

Adios,
Dale