

**For Immediate Release**

Monday, July 18, 2011

**GET READY FOR THRILLS AND SPILLS AT AGRIBITION RODEO**

Canadian Western Agribition is pleased to announce the return of the Canadian Cowboys Association (CCA) Finals rodeo, Canada's premiere rodeo event.

The CCA is the largest semi-pro circuit in the country and draws participants from across Canada.

Over the course of the year, contestants compete in over 60 rodeos across the country. The top ten in each event come to Agribition to show their stuff.

"We get the best of the best. We are fortunate to have this great event at our show. The city of Regina will see champions crowned in 9 major events," said Marty Seymour, CEO of Western Canadian Agribition.

"What makes the CCA Finals Rodeo so unique is the contestants competing in each event could be from your home town. The likelihood a spectator might know a cowboy is high. This creates an atmosphere in sport only found at Agribition."

"This year's rodeo is shaping up to be bigger and better than ever. We will pay out over \$90,000 in cash and prizes this year," said Seymour.

Rodeo dates are Tuesday, Nov 22 to Saturday, November 26. Tickets for the event go on sale September 15.

"There is nothing like the excitement of rodeo. This event offers both top-of-class sportsmanship and spine-tingling entertainment for the whole family. Get your tickets early," said Seymour

Look for special promotions on the website at [www.agribition.com](http://www.agribition.com)

- 30 -

For interview opportunities please call:

Marsha Martin

306-359-9854

[marsha@martincharlton.ca](mailto:marsha@martincharlton.ca)