



NEWS RELEASE

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Canadian Western Agribition announces partnership with Canadian Professional Rodeo Association

REGINA, SASKATCHEWAN – Today, Canadian Western Agribition (CWA) is excited to announce a new rodeo partnership and structure for the 2016 edition of Canada’s largest livestock exhibition and trade show.

CWA is pleased to partner with CPRA to host the “Agribition Pro Rodeo” in 2016. The four performance rodeo will take place during CWA, November 21 – 26 and is the first pro rodeo of its kind in Saskatchewan. The event will feature 16 top athletes from each of the seven major events who will be divided into two pools of eight competing in two performances each.

“Inviting the best cowboys and cowgirls in Rodeo to Agribition offers visitors a new entertainment experience. It is Agribition’s first time using this model and we intend to raise the fan experience and deliver a world-class event just like everything else we do,” explains Bruce Holmquist, CWA Rodeo Chair.

The roster will be based on the Pro Rodeo Canada standings at the end of the 2016 regular season and will be the inaugural event of the 2017 schedule. Top professional competitors from around the world will battle for \$100,000 in prize money, giving rodeo fans in Saskatchewan high energy, action-packed rodeo to enjoy.

“We are excited to welcome Agribition into our rodeo family as we continue to move forward with our commitment to grow our sport in Canada,” noted CPRA President Murry Milan. “Regina has always been a great rodeo community and I know our rodeo athletes will look forward to competing at what will be an amazing kick-off to our season.”

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About Canadian Western Agribition

Canadian Western Agribition (CWA), located in Regina, Saskatchewan, is the best beef show on the continent and the largest livestock show in Canada. The show is anchored by beef cattle and features horses, bison, sheep, goats and an extensive agribusiness trade show. CWA continues to promote the expansion, development and interest in agriculture. The 46th edition of CWA will be held November 21 – 26, 2016.

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About Canadian Professional Rodeo Association

The Canadian Professional Rodeo Association dates back to 1944 when a group of cowboys formed the Cowboys Insurance Association. The group incorporated in 1965 under the name Canadian Rodeo Cowboys Association, an identity that lasted until 1980 when the Canadian Professional Rodeo Association became the official name of the organization. Today, with its headquarters in Airdrie, Alberta, Pro Rodeo Canada is the sanctioning body for professional rodeo in Canada. The organization endorses over 50 events annually with a total payout exceeding \$5.1 million. The Canadian Finals Rodeo (the CFR) - the association's premiere event - runs in November each year in Edmonton, Alberta.

For more information:

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