



POWERED BY



OCTOBER 2-5, 2024  
ROGERS PLACE

## Explore Edmonton proudly partners with ATB Financial for Canadian Finals Rodeo

EDMONTON – Explore Edmonton is thrilled to announce that Alberta’s own ATB Financial has joined the team as presenting sponsor for the Canadian Finals Rodeo (CFR).

Canada’s best rodeo athletes will take over Rogers Place from Oct. 2-5, 2024, as the CFR makes its triumphant return to its birthplace. The CFR first took place in Edmonton in 1974 and was in Alberta’s capital city until 2017.

ATB has long been a proud supporter of rodeo in Alberta.

“ATB Financial is proud of its ongoing support for the Canadian Finals Rodeo, an esteemed and eagerly anticipated event reflective of our distinct heritage in Alberta,” said Curtis Stange, president and CEO of ATB Financial. “We are honoured to again be a title sponsor for the rodeo, especially in its 50th legendary year, as we recognize the positive impacts of the CFR on our communities, our economy and the sport itself.”

With CFR moving to downtown Edmonton, it promises to create an unforgettable experience for those that attend. It will offer spectators a vibrant atmosphere in the heart of the city’s ICE District, with numerous bars, restaurants and pubs to explore after each performance.

ATB and Explore Edmonton share a lot of the same vision and goals, including bringing vibrancy to downtown Edmonton, and CFR is expected to do just that. As a world-class event, it typically draws upwards of 40,000 spectators over the four days and around 64 per cent of those attending will be here from out of town. It’s estimated that CFR will bring in a total economic impact of \$30.4 million.

“We couldn’t be more excited to welcome ATB into the saddle as presenting sponsor of the 2024 Canadian Finals Rodeo,” said Arlindo Gomes, vice president, venue management and business development for Explore Edmonton. “With a shared goal of bringing a buzz and thousands of people downtown, we can work together to make this event something that people will talk about for months. It will be a week-long celebration of all things western!”

"ATB has been an amazing partner of the CFR the last few years and I am very excited to have ATB, John Windwick and his team, back on board as the presenting partner of CFR 50," said Denny Phipps, general manager of the Canadian Professional Rodeo Association. "They are such a strong supporter of not only the sport of rodeo but also numerous events across Alberta, both large and grassroots levels, that makes continuing a partnership and working with ATB something everyone in the Rodeo industry is proud of. We are delighted to have them a part of this 50<sup>th</sup> anniversary CFR."

Explore Edmonton along with Oilers Entertainment Group, City of Edmonton, Government of Alberta, Edmonton Destination Marketing Hotels have worked with the Canadian Pro Rodeo Association to bring the CFR back to Edmonton for 2024, 2025 and 2026.



POWERED BY



OCTOBER 2-5, 2024  
ROGERS PLACE

Tickets for the general public are expected to go on sale in May. Check [cfr.ca](http://cfr.ca) for the latest information about tickets and the event.

-30-

For more information, please contact:

Quinn Phillips  
Manager, Strategic Communications  
Explore Edmonton  
c: 780-914-7179 e: [gphillips@exploredmonton.com](mailto:gphillips@exploredmonton.com)