Ladies of Canadian Professional Rodeo
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For immediate release

46th Annual Fashion Show and Luncheon a Highlight of CFR Week

Fashion, frivolity and five-star fun will be the order of the day when the 46th CFR Fashion Show takes over the Cambridge Hotel Event Centre on Friday, November 5.

Organized by the Ladies of Canadian Professional Rodeo and always held on the Friday of CFR week, the Fashion Show and Luncheon remains as sought after as ever by contestant families, mothers, spouses, community members, fans and more!

The annual event is a fundraiser for two great causes: Canadian Pro Rodeo Sport Medicine, which helps contestants stay healthy on the rodeo trail and the Canadian Professional Rodeo Association's Cowboy Benefit Fund, which helps competitors when they've been injured and are unable to rodeo for a period of time.

Attendees will be treated to a dynamic, laugh-filled few hours where they can enjoy a terrific fashion show and where models will promote casual to formal fashions from a variety of vendors represented. Add in live entertainment, great prizes, a silent auction and a delicious three course luncheon and it's easy to see why tickets go so fast for this event.

Joining Miss Rodeo Canada, Alicia Erickson and 2022 Miss Rodeo Canada contestants as models will be 12 CFR rookies – two Ladies Barrel racers, two Breakaway ropers and eight men representing each event (6 majors, Novice and Junior Steer Riding). Having rookies take part in the fashion show is a long-standing tradition. And in 2021, with over 30 rookies heading to CFR, those ranked highest in the standings get the pleasure of modelling!

There are two chances for mothers of CFR contestants to win a bracelet (one donated by the PRCA, the other donated by the CPRA) and one chance for a spouse of a CFR contestant to win a bracelet (donated by Montana Silversmiths).

The Gold Buckle Table draw, where attendees can purchase a ticket to win a VIP table at the event as well as an eight-piece dinner ware set and table accessories, is an added option as is the silent auction which features many great items up for grabs along with newly branded LCPR merchandise for sale.

A Little History: The idea for the fashion show event came about back in the '70's after the first CFR was held. Canadian Pro Rodeo Hall of Fame inductee and long-standing rodeo supporter, Shirley

Edge, was the original founder of the Luncheon in 1974. Shirley wanted an event for women to be able to get together, socialize and have a fun afternoon celebrating rodeo and supporting a good cause. She also put together numerous other events for the rodeo families in between performances during the week of the Canadian Finals Rodeo. When word got out about the first Luncheon and Fashion Show, nearly every woman involved in rodeo at the time wanted to attend. Over 325 women enjoyed the first luncheon, and they didn't want to leave!

Emcees for this year's event will be rodeo announcer Mike LaBelle and professional emcee with LimeLite Audio and Media, Jody Seeley.

Location: Friday, November 5, 2021, Cambridge Hotel Event Centre in Red Deer. Doors open at 10:00 a.m. Program begins at 11:15 and runs to 2:30 p.m. with silent auction close out and vendor purchases until approximately 3:00 p.m. Woman and men are welcome.

Tickets: $65 each. A table of 8 is $520. Tickets purchased now will be held for pick up at the event. Order your tickets by calling Patty at 403-945-7383 or by email at pauger@rodeocanada.com. Payment can be made by credit card or e-transfer. With expanded space available for the popular luncheon, there are still tickets available to join in the fun!

Covid info: The event will follow Alberta's Restriction Exemption Program which means that all attendees must provide proof of double vaccination, negative COVID test within 72 hours of the event start time or medical exemption relating to vaccination. *Masks will also be required on-site* during the event including when moving around and away from your table, but may be removed when seated at your table for lunch.

Check out Ladies of Canadian Professional Rodeo on Instagram and Facebook for more.

The Ladies of Canadian Pro Rodeo Fashion Show and Luncheon offers a tremendous opportunity to support the Sport Medicine Team and Cowboy Benefit Fund… and have a heck of a good time along the way.

For more information:
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