



**LONG LIVE COWBOYS.™**

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FOR IMMEDIATE RELEASE

**CANADIAN PROFESSIONAL RODEO ASSOCIATION RENEWS CONTRACT WITH  
WRANGLER FOR THE WRANGLER CANADIAN PRO RODEO TOUR**

AIRDRIE, ALTA – The Canadian Professional Rodeo Association (CPRA) has renewed its partnership with Wrangler for the ninth year as the title sponsor of the Wrangler Canadian Pro Rodeo Tour. Since 2008, Wrangler has been the Official and Exclusive clothing manufacturer of CPRA endorsed jeans and shirts for all of the Wrangler Canadian Pro Rodeo Tour events.

The Wrangler Pro Rodeo Tour consists of Grande Prairie, Wainwright, Ponoka, Williams Lake, Medicine Hat, Strathmore, Dawson Creek and Armstrong. These rodeos host a combined estimate of 450,000 rodeo fans every year, with a rodeo contestant payout of over \$1.5 million, making it a highly coveted tour for both fans and competitors alike. Jeff Chadwick, Wrangler Director of Events, says these rodeo events draw big names both North and South of the border.

“There are some great CPRA rodeos all across Canada, the Wrangler Canadian Pro Rodeo Tour represents those with the most added prize money, drawing great cowboys and cowgirls across North America,” said Chadwick.

Chadwick goes on to say that Wrangler strives to be a leader in the western industry with programs such as the Wrangler Tough Enough to Wear Pink campaign that has now raised more than \$22 million for breast cancer awareness, as well as launching the Wrangler Network in 2013 which was the first of its kind to bring exclusive live rodeo and western lifestyle content to the masses.

Canadian Professional Rodeo Association General Manager, Dan Eddy, says that with its commitment, the Wrangler brand continues to show CPRA members and fans its passion for the sport of rodeo in Canada.

**Canadian Professional Rodeo Association**

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“Wrangler came on years ago and has remained as a faithful sponsor of the Wrangler Pro Rodeo Tour, with the hard work of the rodeo committees that are a part of this tour it has grown to be a premier series within the CPRA,” said Eddy, “It’s great sponsors and dedicated people that help our sport grow and Wrangler has been an important player along the way for this tour.”

The eight-rodeo tour will culminate in the Wrangler Canadian Pro Rodeo Tour Finals in Armstrong, British Columbia on September 4<sup>th</sup> where the top 10 cowboys and cowgirls in the tour standings will compete in an action packed night of competition. Money won at the Wrangler Finals will be added to the Canadian Finals Rodeo Standings, assisting in competitor’s efforts to qualify in one of the coveted top 12 spots, and champions of the tour will also receive an invitation to the 2017 Calgary Stampede.

### **About the Canadian Professional Rodeo Association**

The Canadian Professional Rodeo Association (CPRA) with headquarters in Airdrie, Alta., is the sanctioning body for professional rodeo in Canada. The CPRA sanctions over 50 events annually with a total payout exceeding \$5.1 million. Follow us on Twitter, Instagram, and Snapchat at @prorodeocanada, like Canadian Professional Rodeo Association on Facebook, or online at RodeoCanada.com.

### **About Wrangler**

A division of VF Corporation, the world’s largest apparel company, Wrangler is the leading Western wear brand and is available nationwide in specialty stores including work apparel chains, Farm & Fleet retailers and Western stores, as well as through online and catalog retailers. Read more at [www.Wrangler.com](http://www.Wrangler.com).

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