



## **CANADIAN PROFESSIONAL RODEO ASSOCIATION**

**FOR IMMEDIATE RELEASE**

### **CPRA Appoints Director of Marketing/Communications/PR**

**“Business Development Team continues to expand to grow the sport of rodeo in Canada”**

AIRDRIE, January 26, 2016 – The Canadian Professional Rodeo Association announced today that Katy Lucas will be joining their Business Development Team as the Director of Marketing/Communications/Public Relations.

Lucas enters in to the position with a wealth of information about the sport of rodeo; having travelled the rodeo trail with her father, four-time Canadian Champion Tie-Down Roper Joe Lucas, as an amateur rodeo and team roping jackpot competitor herself and most recently as Miss Rodeo Canada 2015. Lucas intends to use her knowledge of rodeo, coupled with her education in Communication Arts and experience as a freelance journalist to grow the organization.

“I’ve worked many different aspects of this job as a freelance journalist – shooting video, editing, producing, writing, doing promotions - I am overjoyed that this position became available because I feel it will combine all of that in to a venue where I can create more significant change for the sport,” commented Lucas, “Because I've grown up in rodeo, I know its current limitations, but I can’t wait to use this position to push past those limitations to advance our athletes, rodeos, and the sport as a whole.”

“We are extremely excited to have Katy join our CPRA team,” said Dan Eddy, General Manager of the Canadian Professional Rodeo Association. “We believe the need for a full time Communication Director is long overdue in the CPRA and echoes our membership’s need for more internal and external (media) communications.”

Eddy went on to say that since posting the role on the CPRA’s website in early December the association was fortunate to receive an overwhelming number of candidates that applied for the position. “After prequalifying the candidates and careful consideration we were unanimous in our decision to offer Katy the role. I know our entire membership group will join me in welcoming Katy to our CPRA Team,” said Eddy.

Katy can be reached at the Canadian Professional Rodeo Association office during business hours or at [media@rodeocanada.com](mailto:media@rodeocanada.com)

**About the Canadian Professional Rodeo Association:** The Canadian Professional Rodeo Association (CPRA) with headquarters in Airdrie, Alberta, is the sanctioning body for professional rodeo in Canada. The CPRA sanctions over 50 events annually with a total payout exceeding \$5.1 million. For more information please visit [RodeoCanada.com](http://RodeoCanada.com) or call (403) 945-0903. Follow us on Twitter, or like our page on Facebook, and watch the action on YouTube throughout the year.

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