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FOR IMMEDIATE RELEASE

CANADIAN PROFESSIONAL RODEO ASSOCIATION AND SASKATOON SIGN AGREEMENT

AIRDRIE, ALTA – The Canadian Professional Rodeo Association (CPRA) and the city of Saskatoon have signed a memorandum of understanding to host the Canadian Finals Rodeo in Saskatoon, from 2017 to 2019.

The Canadian Finals Rodeo negotiating committee has worked diligently over the last several months with Saskatoon Tourism and explains that our Professional Rodeo fan base is an important factor in the move to Saskatchewan. The sport and our membership can be excited about the mixed market of both the traditional rural and agricultural rodeo fans that have been long-time supporters, and the opportunity to bring in the next generation of rodeo fans to the sport.



Photo credit: Tourism Saskatoon

President and CEO of Tourism Saskatoon, Todd Brandt explains the opportunities present in a city like Saskatoon.

“Saskatoon is an excellent host destination for the Canadian Finals Rodeo starting in 2017. Many new accommodations, a dynamic foodie scene, a huge volunteer base and being Canada’s youngest city demographically will bring a vitality to this national championship, and grow the market in Canada. We look forward to emulating the many popular events that are synonymous with the CFR, but blending in our own Saskatoon flavour,” said Brandt.

Canadian Professional Rodeo Association

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Executive Director of the SaskTel Centre, Scott Ford, says the venue and city have hosted many successful events in the past including the IIHF World Junior Hockey Championships, where in 2010 they became the only Canadian destination to receive the honour of hosting the event twice (hosted the first time in 1991). Also, when the 2012 Canadian Country Music Awards came to town, they set a record for ticket sales for the event.

"Saskatoon has an incredible reputation for hosting successful major National and International Sporting Events and we are excited about the opportunity to host the Canadian Finals Rodeo." Says Scott Ford Executive Director Sasktel Centre Saskatoon.

Stay tuned in the upcoming weeks for more exciting information and details on the 2017 Canadian Finals Rodeo.

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.

For more information please contact:

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