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FOR IMMEDIATE RELEASE

## **SHARPEGE ANNOUNCED AS OFFICIAL EQUINE SUPPLEMENT OF THE CANADIAN PROFESSIONAL RODEO ASSOCIATION**

AIRDRIE, ALTA – The Canadian Professional Rodeo Association (CPRA) is pleased to announce a new partnership with SharpEdge Equine Supplements to become the official Equine Supplement of the Association. The British Columbia based company already proudly sponsors multiple CPRA competitors and will now join on an association level to provide all members with discounts on their products as well as awarding product to the 2016 Canadian Champions.

SharpeEdge Owner, Melissa Genberg says she's already seen the benefits the company's products have provided for those competitors they've personally supported, and are enthusiastic about bringing their product to the entire association.

"With the success of team SharpEdge this year, our product is proving to be very beneficial to the performance of our team members and their equine athletes. We feel that other CPRA members could benefit from using SharpEdge just like our team. Our products are researched and developed to help the competitive horses that are on the rodeo circuit today," said Genberg.

In a sport as varied as rodeo, Genberg says she understands that there are diverse performance needs for horses in each rodeo event, and that her company and its products can support each of those needs.

"We want all CPRA members to know we're available for one on one consultations and can develop customized formulas and feeding programs tailored specifically for their equine athletes," said Genberg, "I take great pride producing each of our products with the goal of providing the highest quality and performance possible at a reasonable price."

CPRA National Director of Sales, Shannon McCarthy, says she believes that with the advancement of the sport today, many rodeo athletes will benefit immensely from giving supplements to their equine partners.

"The CPRA is thrilled to partner with SharpEdge Equine Supplements and is confident Owner Melissa Genberg will help assist and support our equine friends that are a vital part of our members entering the winners circle of professional rodeo. It is extremely difficult to get optimal levels of key nutrients from diet alone, which is why we trust in SharpEdge for the perfect health in all horses within the rodeo arena," said McCarthy.

McCarthy goes on to explain she is enthusiastic that the company offers an all-natural herbal supplement option that is also affordable so that members are able to provide the nutrient support their horses need while travelling to CPRA rodeos.

### **Canadian Professional Rodeo Association**

*Proud home of...*



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“Our equine athletes face many elements while traveling from rodeo to rodeo, the CPRA is happy they will have additional care through SharpEdge Equine Supplements to keep them in top shape while they travel down the rodeo trail,” said McCarthy.

### **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:**

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