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FOR IMMEDIATE RELEASE

THE “ROOKIE” WINS 100 YEAR OLD RODEO AND BUCKLE FROM A VETERAN STOCK CONTRACTOR

Teepee Creek, ALTA – As the Teepee Creek Stampede celebrated 100 Years in the Wild, a Canadian Professional Rodeo Association Rookie is celebrating a weekend where he not only took home the title at the 100 year old rodeo, receiving one of the rodeo’s commemorative jackets, but also a special award given in the name of a well-respected, veteran Stock Contractor. Saddle Bronc Rider Lane Cust may be a newbie on the rodeo trail, but says he recognizes the significance behind the award bestowed upon him last weekend.



“I was honoured to win the Greg Kesler Memorial Buckle, I finally got to see it and I was pretty excited about that. The Kesler’s are a great family, they put on great rodeos and have world class stock, it was a really special win,” said Cust.

Lane Cust wins the Teepee Creek Stampede Greg Kesler Memorial Buckle with his 83 point ride aboard Kesler’s “Dark Shadow”.

The twenty-one-year-old may just be in his rookie year in the CPRA, but he marveled at the honour he knew he’d received by winning the buckle. After a rough couple weeks on the rodeo trail, Cust says things just turned around for him at the northern rodeo in order to win the special award.

Cust was aboard Kesler Rodeo’s K236 “Dark Shadow” for the \$2,216.16 win. His 83-point ride topped the charts and also marked his very first win as an open Saddle Bronc Riding in the CPRA.

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Cust's winning ride at the 100th Anniversary of the Teepee Creek Stampede.

Photo by: Star K Photography

“Things went how I wanted them to, you try and go out there and do the best you can on any horse you draw and it worked out, I was really happy with getting the win,” said Cust.

The win also means that Cust now seats himself in the number one spot in the Resistol Rookie Saddle Bronc Riding standings, an award that is new to the CPRA this year. The Rookie title is an opportunity that contestants

only have one shot at winning, and Cust thanks the company for supporting the young-guns of the sport.

“We cant thank them enough, without them we don't have those opportunities. The way they showcase rookies in the CPRA or in the PRCA, it really gets your name out there and if you can do good your first year, they really help you out. We couldn't do it without them,” said Cust.

All CPRA rodeo competitors must go through a qualification process, working their way up from a Permit Card Holder, to a Semi-Pro, and graduated to become a Full-Card Member. Each level requires earnings of \$1,000 in order to move on to the next.

There seems to be a resurgence of youngsters in the CPRA this year and the weekend's results are proof of that. There were Resistol Rookies placing in almost every event on the weekend including Team Roper Kyle Chappel roping with his cousin Brady Chappel, the pair split second with fellow rookie Kiel Wilson roping with his partner Tristin Woolsey, each man won \$1,260.78.

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Tie Down Roper Shane Smith has been on a roll in his first year as a full-fledge CPRA competitor as he splits fifth in his event for \$1,082.76. Another rookie on a roll is Colby Gilbert, who adds another \$1,222.00 to her over seven-thousand-dollar total.

Notable competitors that may be considering becoming full CPRA card holders this weekend is Semi-Pro Bareback Rider Jessey Lannin who won the Teepee Creek Stampede with an 82.5 point ride aboard Kesler Rodeo's K763 "Shadows Fall" for \$2,187.19.

Permit Steer Wrestler Landon Beardsworth may also be considering upgrading his card after winning \$2,132.63 for his second place run of 4.0 seconds. This cheque gives him the opportunity to rocket straight to his full-card in the association and become eligible for the Resistol Rookie standings.

CPRA Cowboys and Cowgirls will be jumping between three provinces this weekend. In Alberta, competitors will have a chance to perform at the White Lightning Dodge Professional Cowboy Crunch Bull Riding event on July 20 in Oyen and the Bonnyville Pro Rodeo July 21 and 22. Saskatchewan hosts the Cowtown Pro Rodeo in Maple Creek, Saskatchewan July 20-22 and the Moose Mountain Pro Rodeo July 23-24 in Kennedy Saskatchewan. Morris, Manitoba will feature The Manitoba Stampede from July 21-24. For a complete CPRA rodeo schedule and list of results go to www.rodeocanada.com.

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.

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