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FOR IMMEDIATE RELEASE

## CANADIAN PROFESSIONAL RODEO ASSOCIATION PARTNERS WITH INTERCONTINENTAL HOTELS GROUP® (IHG)

AIRDRIE, ALTA – The Canadian Professional Rodeo Association (CPRA) has partnered with the InterContinental Hotels Group® (IHG) as the Official Hotel of the CPRA. Fans and Members officially have a quality hotel group to call home when they are on the CPRA trail with benefits like fan giveaways, Canadian Champion prize packages, and a partnership with the CPRA Rodeo Officials program.

The InterContinental Hotels Group’s brand portfolio includes popular hotel brands like: Holiday Inn® Hotels & Resorts, Staybridge Suites®, Holiday Inn Express®, Crowe Plaza® Hotels & Resorts and others. Yola Marshall, IHG’s Director of Commercial Delivery Canada, says that IHG is thrilled to create a mutually beneficial partnership with the rodeo association.

“We are very enthusiastic about partnering with CPRA and are looking to raise the profile of IHG Canada while supporting the Association,” said Marshall, “We want to be a trusted partner, with 72 hotels across Alberta, British Columbia, Manitoba, and Saskatchewan – all within the areas of the rodeo circuits.”

Marshall goes on to say that she knows Professional Rodeo Athletes in Canada travel many hard kilometers and deserve a restful sleep when they get to their destination so they can perform at their best, another reason she feels this partnership will be a beneficial one for the association.

“We value that sleep is important to you, especially when you are on the road. You work hard, and at the end of the day, we want to make sure that you are getting the rest you deserve at an IHG Canada hotel,” said Marshall.

CPRA National Director of Sales, Shannon McCarthy agrees that many CPRA members will find benefit in having a home away from home during rodeo season.

### Canadian Professional Rodeo Association

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“This is a very exciting partnership for the CPRA as traveling is big business for many rodeo contestants. IHG Canada provides great opportunities for our members to hang their hat while on the road with premier accommodations,” said McCarthy.

McCarthy goes on to say that she encourages rodeo fans to support the valued brands that support the association by choosing to stay at IHG brand hotels the next time they attend a CPRA sanctioned 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.

### **About InterContinental Hotels Group**

IHG® (InterContinental Hotels Group) is a global organization with a broad portfolio of hotel brands, including InterContinental® Hotels & Resorts, Kimpton® Hotels & Restaurants, HUALUXE® Hotels and Resorts, Crowne Plaza® Hotels & Resorts, Hotel Indigo®, EVENT™ Hotels, Holiday Inn® Hotels & Resorts, Holiday Inn Express®, Staybridge Suites® and Candlewood Suites®. IHG franchises, leases, manages or owns more than 5,000 hotels and 744,000 guest rooms in nearly 100 countries, with more than 1,300 hotels in its development pipeline. IHG also manages IHG® Rewards Club, the world’s first and largest hotel loyalty program with more than 92 million members worldwide. InterContinental Hotels Group PLC is the Group’s holding company and is incorporated in Great Britain and registered in England and Wales. More than 350,000 people work across IHG’s hotels and corporate offices globally. Visit [www.ihg.com](http://www.ihg.com) for hotel information and reservations and [www.ihgrewardsclub.com](http://www.ihgrewardsclub.com) for more on IHG Rewards Club. For our latest news, visit: [www.ihg.com/media](http://www.ihg.com/media) and follow us on social media at: [www.twitter.com/ihg](http://www.twitter.com/ihg), [www.facebook.com/ihg](http://www.facebook.com/ihg) and [www.youtube.com/ihgplc](http://www.youtube.com/ihgplc).

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## **Canadian Professional Rodeo Association**

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