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For Immediate Release



Canadian Professional Rodeo Association and Edmonton Northlands Launch New Partnership

Excitement was the order of the day as Canadian Professional Rodeo Association and Edmonton Northlands negotiators made it official. The Canadian Finals Rodeo will remain at its traditional home - Northlands Coliseum.



“We’re happy to be back!” noted CPRA Canadian Finals spokesman Jeff Robson. “We’ve enjoyed 43 great years in Edmonton and we’re excited the partnership doesn’t have to end. We’re eagerly anticipating a future with Northlands as we extend our CFR contract for two more years.”

Robson went on to say, “The 2017-18 deal is similar to what we have at present in some respects, but the event will enjoy a new flavour. We’ll streamline a few things. And this is the first of a number of exciting initiatives with Northlands.”

As far as contract specifics, both organizations are still working to confirm details.

“The money for the contestants is relatively close to what it is now. We’re staying with six performances and we’ll tie in 100% with Farm Fair. As far as dates, these will be announced in due course.” indicated Robson.

A new component that both partners are excited about is an endeavour where a reasonable dollar figure will be set aside to give back to rodeo committees. “We value our member rodeos,” emphasized Robson. “We want them to know that. And we’d like to help them be viable on a long term basis.

“We’re positive, moving forward and looking ahead!”

With just 21 days until the 2016 edition of the Canadian Finals Rodeo kicks off, today’s announcement was welcome news for competitors, committees, partners and fans.

Tim Reid, CEO of Edmonton Northlands, echoed Robson’s optimism.

“This is an opportunity to get close to the agriculture industry and showcase its diversity through both Farm Fair International and the CFR,” Reid commented. “The economic impact of the two events is \$50 million for the city. It is a great time to be in the Capital region and we look forward to celebrating and growing the western lifestyle.”



Canadian Champion tie-down roper and CPRA board member Alwin Bouchard sees the announcement of the new agreement as a positive for future competitors.

“For me, it gives the kids coming up in my sport a chance to have what I have. It opens the door for rodeo to be even better than it’s been for me.”

2016 ladies barrel racing season leader and three time CFR qualifier, Kirsty White added, “I’m proud of the CPRA, Northlands - everyone involved - for rallying together, overcoming obstacles and getting the relationship happening. And as a member, I’m ecstatic!”

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 approves 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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