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For Immediate Release



Cinch Pro Rodeo Canada Series Final - Exciting Lead-up to CFR

In its two year existence as the second last event on the Canadian Professional Rodeo calendar, the Cinch Pro Rodeo Canada Series Final, presented by Calgary Ranchman's, has quickly and firmly established its importance to rodeo competitors and fans.

Flashback to year one as three contestants used the event to punch their tickets to the Canadian Finals Rodeo in Edmonton a few weeks later. And bull rider, Billy West, parlayed his Series Final win into a Rookie of the Year title.

In 2015, Alberta bronc riders, Dustin Sippola and Josh Harden, climbed into the top 12 in the Canadian standings and earned first trips to the CFR by virtue of their success at the event. Harden, the Big Valley cowboy who is also a steer wrestler, went on to win his first All Around title. And eventual Canadian champion, Taber's Nancy Csabay, similarly parlayed a big-time showing at Calgary into a Season's Leader saddle and massive confidence boost as she headed for Edmonton where she and her outstanding mare, Wicked, dominated the field en route to her Canadian title.

With the 2016 Series Final set for 7 pm September 30 - October 1 at the Agrium Western Event Centre, Stampede Park in Calgary (and a kick-off at Ranchman's the evening before) there are several rodeo athletes hoping to use a good showing in Calgary to earn a spot in Edmonton in November for the 43rd CFR. Case in point—2012 All Around champion, Travis Reay. The Mayerthorpe bulldogger sits in 14th place in the Canadian steer wrestling standings, just \$700.00 out of a CFR berth. But Reay's advantage is that while he has qualified for the Series Finals, the two men ahead of him, Dallas Frank (12th) and Straws Milan (13th) have not. For Reay and several others in similar positions, next week's rodeo is critical. Races like these attracted sizable crowds to the Pro Series Final a year ago and have organizers hopeful that the drama associated with the event will fill seats again this year.

Added to the Pro Rodeo action will be hot music, video replay, merchandise giveaways, a western tradeshow and appearances by Miss Rodeo Canada, Samantha Stokes, and country musicians, Drew Gregory (Friday) and Denver Daines (Saturday). Tickets are on sale now at TicketMaster.com (Adults \$15. 12 and under free).

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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