



CINCH EXTENDS PARTNERSHIP WITH CANADIAN PROFESSIONAL RODEO ASSOCIATION

FOR IMMEDIATE RELEASE

Airdrie, Alberta – March 10, 2017



The Canadian Professional Rodeo Association is pleased to announce that Cinch has extended its National partnership with the CPRA through 2017. With their motto “Lead, Don’t Follow”, Cinch will continue as the Association’s official Jean and Shirt, and will work with the CPRA in helping to promote the sport of rodeo for members, fans and partners while raising awareness of the Cinch brand in Canada.

Cinch first joined the CPRA in 2014 as the title sponsor of what has grown to be the Grass Roots Series Final and says after working with the CPRA for the last two years, they are happy to continue their involvement with the pro rodeo organization.

“We are excited to partner with the Canadian Professional Rodeo Association and look forward to another great year together. We enjoy working with a professional association committed to growing rodeo and we are excited to grow together in Canada.” said Cinch Sponsorship Manager, Megan Scales.

CPRA Operations Manager, Kyle Rock, added his perspective, “We’re happy to extend this agreement - Cinch recognizes the incredible potential in Canada and understands what we have to offer. We look forward to continuing a prosperous relationship with Cinch and will work to build and grow our existing partnership to provide value to both organizations.”

Canadian Professional Rodeo Association National Director of Sales, Shannon McCarthy continues to be instrumental in expanding the sponsorship program within the CPRA.

“Cinch is widely respected in our sport and the CPRA is proud to continue a mutually beneficial partnership. We appreciate the generous support of Cinch.”

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. Join us for our premiere event - the Canadian Finals Rodeo (CFR) November 8-12, 2017 at Northlands Coliseum in Edmonton, Alberta. Follow us on Twitter, Instagram and Snapchat at @prorodeo-canada, like Canadian Professional Rodeo Association on Facebook, or online at RodeoCanada.com.

For more information:

Barb Poulsen,
Media Relations, CPRA
Mobile: 403 625-9225
Phone: 403 625-2797
Email: media@rodeocanada.com

Canadian Professional Rodeo Association

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