



CFR Details Rolled Out in Red Deer

Sponsors, fans, media and families flocked to Red Deer, Alberta today to take in the Wild Card Rising Stars Rodeo and News Conference leading up to the 2018 Canadian Finals Rodeo. CFR 45 is scheduled for October 30-November 4 at its new home - the ENMAX Centrium, Westerner Park in Red Deer.

The Rising Stars Rodeo - a youth qualifier for the November 3 Rising Stars Junior CFR rodeo - kicked off with the announcement of \$250,000 in Alberta provincial government funding in support of the 2018 CFR. Red Deer-North MLA, Kim Schreiner, and Red Deer-South MLA, Barb Miller, made the presentation to Westerner Park CEO Ben Antifaiff, who noted that the community had not seen that level of funding before for an event of this nature. The funds, which come from the Major Fairs Program, will help the organization as they continue to prepare to host CFR45.

More details about CFR emerged in the news event that followed where seven time Canadian announcer of the year, Brett Gardiner, was celebrated as the official Canadian Finals Rodeo Announcer for a five year period. Today's event also served as the branding launch for Canadian Pro Rodeo's premiere event. Fans can look forward to exciting, edgy ads, promo videos, graphics and social media to be rolled out over the coming weeks.

Westerner Park recognized several major CFR sponsors today as well. RAM Rodeo was announced as both the presenting and official vehicle sponsor of the CFR. Additional major sponsors include 2W (official steel supplier), MNP (presenting sponsor of the Rising Stars Canadian Finals Junior Rodeo), Kubota Canada (official equipment sponsor), Lammler's Western Wear and Tack (official merchandise supplier), Wrangler (official CFR shirt and jean supplier) and Red Deer Ironworks (Steer Wrestling sponsor).

CEO Ben Antifaiff is excited about the coming CFR. "Come to our community, celebrate with us, enjoy everything we have to offer. There's going to be many events happening both on site here at Westerner Park and around the community... you'll have a lot of fun and you'll get to experience something that hasn't been here before. It's going to be a heck of a good time."

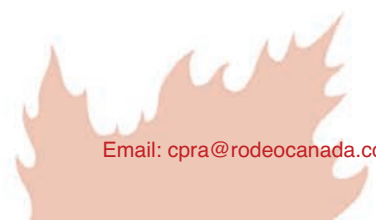
Look for further details about CFR, the Trade Show, behind-the-chutes tours, cabarets, pancake breakfasts and other Westerner Park peripheral events to be announced through the early fall.

About the CFR

The Canadian Finals Rodeo is a world-class rodeo event that consistently attracts the best contestants and stock. Its competitors compete at rodeos across Western Canada to secure a spot at this premiere season wrap-up. Contestants must be in the top 12 of their discipline by the end of September to earn a chance to compete at CFR. Learn more at rodeocanada.com

Canadian Professional Rodeo Association

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About the Canadian Professional Rodeo Association

The Canadian Professional Rodeo Association (CPRA) with headquarters in Airdrie, Alberta is the sanctioning body for professional rodeo in Canada. The CPRA approves over 50 events annually with a total payout exceeding \$5.1 million. The organization holds the Grass Roots Final September 27-28 at Stampede Park in Calgary, Alberta and their premiere event - the Canadian Finals Rodeo (CFR) - at the ENMAX Centrium, Westerner Park in Red Deer, Alberta, October 30 - November 4. Follow the CPRA on Twitter and Instagram @prorodeocanada, 'Like' Canadian Professional Rodeo Association on Facebook or online at RodeoCanada.com.

For more information:

Barb Poulsen
Communications and Media
Canadian Professional Rodeo Association
Mobile: 403 625-9225
Phone: 403 625-2797
Email: media@rodeocanada.com

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