



## Jody Seeley Joins CPRA Team

The Canadian Professional Rodeo Association is pleased to announce that Jody Seeley is joining the organization as a social media specialist.

A former radio host with over two decades in the media industry, Seeley is also a professional emcee and social media practitioner from LimeLite Audio & Media. Add to that, an excellent rapport with people and a passion for community and rodeo, and Seeley is a very positive addition to the CPRA.

CPRA General Manager, Jeff Robson notes, "We believe that adding Jody to the team gives us a greater presence and adds to our fan experience. In conjunction with (CPRA) Communications team member, Barb Poulsen, Jody will bring more ideas and creativity to the social media content." Robson goes on to say, "The CPRA is determined to be a leader in all things rodeo and this will bring us to another level."

Poulsen adds, "Jody brings tremendous enthusiasm, a strong skill set and great ideas to the table. I'm looking forward to the opportunity to join forces with her in an effort to better promote the CPRA."

Seeley is already actively working in her new role. Look for some new marketing twists and interesting content on CPRA social media.

"I'm really excited to combine my two passions of rodeo and social media together with the CPRA," says Seeley. "I am thrilled to have this opportunity and to be part of the vision in moving this organization and its fan experience forward."

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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:

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## Canadian Professional Rodeo Association

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