



Jeff Robson Returns to Pro Rodeo Canada

The Canadian Professional Rodeo Association is pleased to announce that Jeff Robson is returning to the organization as General Manager. Robson, a businessman and former Canadian Finals Rodeo team roping qualifier, was instrumental in negotiating the recent Canadian Finals Rodeo contract. Today's announcement formalizes his role with the CPRA.

"Jeff is the right guy for the job," asserts CPRA president Terry Cooke. "Rodeo is unique. Jeff knows the language and brings a skilled perspective to the position. He did a good job in the past for the Association. We're glad to have him back."

Rodeo Administrator, Randa Nugent agrees. "We're excited to welcome Jeff. He has experience in this role and did an outstanding job for us as General Manager before. Having him on board once again sends us in the right direction."

Robson is already actively working in his new role. "Rodeo has been a huge part of my life. I'm happy to be part of the CPRA staff as we move forward. I hope to provide clarity for the Board and work on a number of initiatives - from both a CFR and general CPRA standpoint.

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 each September 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.

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