



Westerner Park

# MEDIA RELEASE



RED DEER & DISTRICT  
CHAMBER OF  
COMMERCE



January 16, 2018

---

## Red Deer is the Proud New Home to the Canadian Finals Rodeo

**January 16 | Red Deer, AB** — Tonight, hundreds of people turned out in anticipation to hear the major announcement that sparked huge social media attention when the invitation was sent out this past Friday.

The room was filled with excitement from beginning to end with video presentations, flashing lights, live music and fireworks that went off in celebration to announce the Canadian Finals Rodeo (CFR) is coming to Red Deer.

“We feel honoured that the Canadian Professional Rodeo Association (CPRA) has chosen Red Deer to be the new home for CFR,” says Ben Antifaiff, CEO and General Manager at Westerner Park. “Together as a community, we should be very proud of this moment and celebrate that the CFR will continue its legacy right here in Central Alberta.”

Westerner Park and Red Deer & District Chamber of Commerce began working on their vision for a multi-year proposal to the Canadian Professional Rodeo Association several months ago and pitched their bid by hosting an event to showcase Red Deer as a strong contender.

“Our city and our region has been buzzing with excitement since we went public with our proposal to host the CFR,” says Robin Bobocel, CEO of Red Deer & District Chamber of Commerce. “We are a vibrant community that can accomplish anything it sets its sights on, and with the help of our partners in the community, and the CPRA, we will make CFR 2018 a huge success.”

Canadian Professional Rodeo Association went on stage following the big reveal that Westerner Park and the Red Deer & District Chamber of Commerce were successful in their efforts to bring the Canadian Finals Rodeo (CFR) to Red Deer.

President of the CPRA, Terry Cooke, echoed the excitement expressed by the Red Deer group. “We see this as a wonderful new opportunity for the Canadian Professional Rodeo Association, our contestants, sponsors, partners and fans,” Cooke said. “Central Alberta has long been known as a hub of rodeo talent and community support for our sport. The combination of great rodeo fans in this region, coupled with the influx of visitors that make the CFR an annual destination, point to a tremendous future for the CFR in Red Deer.”

“The CPRA Board would like to thank all the cities that have expressed interest in the Canadian Finals Rodeo,” noted Jeff Robson, CPRA spokesman. “This process was obviously



Westerner Park

# MEDIA RELEASE



RED DEER & DISTRICT  
CHAMBER OF  
COMMERCE



January 16, 2018

---

accelerated with the closing of the Coliseum in Edmonton one year sooner than expected. The moving of an event of this magnitude and heritage that has only had one home certainly wasn't taken lightly. We looked at a number of factors in selecting Red Deer as our new host city. Their excitement for the event and facilities to not only host the rodeo, but to host various other activities during the week will continue to support the economic impact that CFR brings to the host community. We would like to thank Westerner Park and the Red Deer Chamber of Commerce for all their work on this bid and look forward to working with them on the event."

Brett Gardiner was the emcee for the evening event and closed off the celebration by thanking everyone in attendance as "your presence here is a testament to the passion for rodeo that we have in Central Alberta."

The countdown for CFR 45 taking place on Oct 30 to Nov 4, 2018 in the ENMAX Centrium at Westerner Park starts now!

Red Deer, where champions are made and legends continue.

- 30 -

*Westerner Park is Central Alberta's largest tradeshow, agricultural, sports, entertainment and convention facility. A not-for-profit organization supported by 50 full-time staff and 150 full-time volunteers, Westerner Park generates \$150 million annually in economic activity hosting over 1,500 events and 1.5 million visitors each year.*

*With more than 800 business members, the Red Deer & District Chamber of Commerce is a collaborative leader that fosters an environment where businesses can lead, be innovative, sustainable and grow.*

*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 (at the Agrium Western Event Centre, Stampede Park in Calgary, Alberta) each September and their premiere event - the Canadian Finals Rodeo (CFR) - in Red Deer, Alberta in late fall. Follow the CPRA on Twitter and Instagram @prorodeocanada, 'Like' Canadian Professional Rodeo Association on Facebook or online at RodeoCanada.com.*

**For more information please contact:**

**Shannon Penny**, Marketing Manager  
Westerner Park  
E [spenny@westernerpark.ca](mailto:spenny@westernerpark.ca)  
P 403.309.0207

**Lindsey Knudson**, Marketing Manager  
Red Deer & District Chamber of Commerce  
E [lknudson@reddeerchamber.com](mailto:lknudson@reddeerchamber.com)  
P 403.347.4491

**Barb Poulsen**, Communications and Media  
Canadian Professional Rodeo Association  
M 403 625-9225  
P 403 625-2797  
E [media@rodeocanada.com](mailto:media@rodeocanada.com)