



On Board For CFR '45

With the 2018 Canadian Finals Rodeo just weeks away, the Canadian Professional Rodeo Association is excited to note a number of additional personnel and award winners who will be part of what promises to be an exciting first year at Westerner Park in Red Deer.

Joining Brett Gardiner at the microphone as arena co-announcer will be David Poulsen, 2015 Cowboy of the Year and 2008 Announcer of the Year. The Claresholm-based broadcaster and award winning author has spent 39 years behind the microphone and is approaching 3000 performances. These include 31 consecutive years at the Calgary Stampede and numerous television credits.

"I'm excited to be part of the first-ever CFR in Red Deer, a community I have always felt so welcome in," Poulsen stated. "And working with Brett (Gardiner) will make this a fun and memorable experience."

Another individual long-recognized as a leader in her field is Judy Kesler, official CFR rodeo secretary and 2018 recipient of the Janet Vold Memorial award. Kesler was thrilled to receive the accolade - voted on by contract personnel and contestants - which recognizes women and their contributions to the sport of rodeo. 2018 will mark Kesler's 18th appearance at the Canadian Finals Rodeo as event secretary. Judy will be accompanied by her daughter and assistant, Berva-Dawn Kesler.

Seasoned rodeo photographer, Billie-Jean Duff, has been named official CFR arena photographer. The southern Alberta resident, who counts among her accomplishments, 2018 Calgary Stampede official arena photographer and an appearance as one of the 2017 PRCA RAM National Circuit Finals photographers, has held a CPRA membership since 2011.

Duff is excited about the opportunity and tips her hat to her long-time predecessor, "2004 was the first time I attended the CFR, and I remember watching Mike (Copeman) work - and thinking to myself from the stands, 'that's where I want to be someday'. And it's finally happening. Mike has been a huge influence for me, a great friend, someone I can draw advice from, and he's helped me in achieving my PRCA membership. I don't know if I would be where I am today without knowing him. And it actually breaks my heart a little that we aren't working the CFR together."

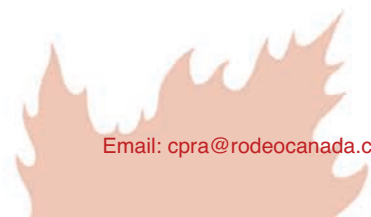
CFR '45 will be available by live stream once again - this year in partnership with Flo Rodeo under the seasoned broadcast team of seven time Canadian Announcer of the Year, Joe Braniff, who will pair up with fourth generation cowboy and pro rodeo announcer Tim Edge, to bring the live stream coverage to you. Flo Rodeo writer/broadcaster, Katy Lucas, who served as Miss Rodeo Canada in 2015, will come on board to handle interviews and stories.

Official CPRA judges for the October 30-November 4 event are Lane Peterson, Dale Reid, Bernie Rivet, Cam Morris, John Gillis and Perry Gurski.

Additional winners include 2018 Pro Rodeo of the Year award recipients. The Ponoka Stampede earns

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the Best Large Rodeo for the 13th time since 1996; La Crete (Field of Dreams Stampede) has been selected Best Medium Rodeo for the fifth time and Hand Hills Lake Stampede is a first time winner in the Best Small Rodeo category.

Another exciting first-time addition to CFR will be a hosted buckle presentation. Fans can head over to the Marquis Room (in the Harvest Centre) at Westerner Park shortly after each performance where presentation hosts will celebrate that day's Round Winners and their families.

Congratulations to all!

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 in late 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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