

For Immediate Release

March 22, Red Deer, AB | ATB Financial Enters Three-Year Agreement as Title Sponsor of the Canadian Finals Rodeo.

Saddle-up! The Canadian Professional Rodeo Association (CPRA) and Westerner Park have a new long-term title sponsor for the Canadian Finals Rodeo (CFR), as ATB Financial has renewed its sponsorship agreement through 2024.

“We are proud to play an integral role in continuing to build upon the storied history of the CFR in Red Deer,” explained ATB President and CEO Curtis Stange. “This event brings Albertans together to celebrate our unique rodeo culture while driving economic activity to the region.”

Entering its fourth year with the City of Red Deer as its host, the CFR has taken up roots in central Alberta, seeing over 110,000 attendees take in the event and generating more than 30 million dollars in economic development for the region. CPRA General Manager Jeff Robson looks forward to the benefits of a long-term title sponsor agreement.

“Not only does this provide the CFR with long-term stability, but it also allows us to work together with an incredible partner to build and grow on the successes we’ve already had in Red Deer - the future is certainly very bright.”

As Westerner Park gets set to host CFR 48 in November, CEO Mike Olesen says, “We are thrilled to bring on ATB Financial as a long-term title sponsor. Their commitment to rodeo here in Red Deer and to Westerner Park will help us greatly in achieving our goal of hosting this world-class event in our facilities for many years to come.”

Work is well underway on the 2022 edition of the event, and organizers and partners are dedicated to enhancing every element of the experience, including the rodeo event itself, the CFR Tradeshow, Nightly Buckle Presentations, live-music Cabaret, and numerous activations at the venue and in the community overall.

Exciting announcements are expected in the coming days. For more information, visit CFRRedDeer.ca.

-end-





About the CPRA: With headquarters in Airdrie, Alberta, the CPRA is Canada's official sanctioning body for Professional Rodeo. The CPRA approves fifty-five events annually, with a total payout exceeding \$5.7 million. Each fall, the organization oversees the Pro Tour Finals, holds its premiere event - the Canadian Finals Rodeo (CFR) - at Westerner Park in Red Deer, AB and endorses the Maple Leaf Circuit Finals.

About Westerner Park: Westerner Park is Central Alberta's largest tradeshow, agriculture, sports, entertainment, and convention facility. Westerner Park generates \$150 million annually in economic activity, a not-for-profit organization and agricultural society hosting over 1,500 events with 1.5 million visitors each year.

For more information, please contact:

Tracy Kelly

Marketing & Communications Manager, Westerner Park
P 403.309.0207 C 403.559.9543
E tkelly@westernerpark.ca

Barb Poulsen

Communications and Media, Canadian Professional Rodeo Association
P 403 945-0903 C 403 625-9225
E media@rodeocanada.com