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## FOR IMMEDIATE RELEASE

April 14, 2025

### ATB Financial Signs on as Title Sponsor for Canadian Finals Rodeo Through 2027

#### CFR 51 Ticket Packs Now on Sale!

EDMONTON, AB – Explore Edmonton is thrilled to announce that ATB Financial has signed on as the title sponsor for the Canadian Finals Rodeo (CFR) for the next three years (2025–2027). This long-term commitment solidifies Edmonton's place as the home of CFR and reinforces the city's growing reputation as a premier rodeo destination.

*"We couldn't be more thrilled to welcome ATB as the presenting sponsor of the 2025 Canadian Finals Rodeo," said Arlindo Gomes, Vice President of Venue Management and Business Development for Explore Edmonton. "This partnership is a powerful step forward as we continue to build on the legacy of the CFR in Edmonton, well beyond 2026. With our shared commitment to energizing the downtown core and drawing thousands of visitors, we're confident this collaboration will make the event unforgettable—an entire week-long celebration of western heritage that will leave a lasting impact on the city and its people."*

*"ATB Financial is proud to invest as the title sponsor of the Canadian Finals Rodeo in Edmonton, one of the country's most prestigious rodeo events," said Curtis Stange, President & CEO, ATB Financial.*

*"Through this partnership, we will help ensure this large-scale event is set up for success and will serve as a catalyst for revitalizing the city's downtown core."*

Returning to Edmonton in 2024, CFR 50 delivered four days of unforgettable rodeo action at Rogers Place. The event's impact on the community was undeniable:

- \$32+ million in total economic impact
- 14,000+ hotel room nights filled
- 5,000+ jobs created
- Over 60,000 attendees between the CFR and the Canadian Country Expo
- City-wide involvement, with businesses embracing the western spirit through themed events, décor, and special menus



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*“2024 saw the return of the Canadian Finals Rodeo to Edmonton for CFR 50 with a fantastic event at Rogers Place full of heart pounding action and record rides and runs says Denny Phipps the General Manager of the CPRA. Now that we have a year under our belts in the new venue, I look to see 2025 continue to build off of 2024’s success and grow, not just the competition in the dirt but the Canadian Finals Rodeo and all the auxiliary events. CFR is a destination for fans and families to spend an exciting week at the start of October to see the best in Canadian Rodeo compete for nearly \$1.65 million in contestant payout and battle for the right to call themselves Canadian Champions!”*

### **Get Your CFR 51 Tickets – 5-Packs On Sale Now!**

Ticket sales started last month with longtime ‘5 Pack’ ticketholders given access to select their favourite seats. For many of them, they’ve been sitting in the same seats or section for several years. On April 14 all ticket packages will be available for sale to the to the public.

Be the first to purchase your 5 Pack, 3 Pack or Sigle days tickets. All prices on packages are on the CFR website: [cfr.ca](https://cfr.ca). Be sure to sign up for The Dirt newsletter and be the first to know about all things CFR.

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