

# PRESS RELEASE

## Canadian Finals Rodeo Powered by ATB wraps up 50th year

*Edmonton proves they don't horse around when it comes to showing up for the rodeo*

**October 5, 2024 (Edmonton, AB)** - Today was the last day of the Canadian Finals Rodeo, which has finally returned home to Edmonton. Fans fed right into the electric energy and gave CFR a proper welcome.

"This year was a huge success, and we are so grateful for Edmonton and Rodeo fans from all over the country for coming out and having a grand old time with us here in Rogers Place. Our total attendance number throughout the four days was more than 42,000, with a huge crowd on Saturday night of over 12,000 rodeo fans, giving us full confidence that bringing CFR back to Edmonton was a great decision for our city. It was really everything we could've hoped for and more. From all of us: thank you, YEGHAW, and see you all next year," says Arlindo Gomes, Vice President of Business Development & Venues Management at Explore Edmonton.

Highlights from Day Four include:

Winners include Saddle Bronc superstar from Big Valley, Alberta Zeke Thurston who earned his fifth consecutive title, Miles City, Montana tie-down roper Haven Meged who secured his second Championship and Ponoka, Alberta's Taylor Manning, who at 20 years of age, won her second gold buckle.

For a complete list of Champions, head over to [rodeocanada.com](http://rodeocanada.com).

The Canadian Finals Rodeo is a national championship rodeo and has provided an estimated \$30 million in total economic impact for Edmonton this year, supporting more than 5,500 jobs and filling over 12,000 hotel rooms.

In addition to economic impact, there have been significant social impact and responsible events program initiatives, including donating leftover food from the cowboy coffee sessions at the Fan Park to the Edmonton Food Bank, donating blankets from the cowboy coffee sessions to nearby shelters, and more.

Edmonton has secured the Canadian Finals Rodeo for 2024, 2025 and 2026, where it will continue to be hosted at Rogers Place.

The full schedule of events that took place at CFR can be found [here](#). Photo and video assets for media usage can be found [here](#).

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