

Canadian Finals Rodeo Powered by ATB kicks off in Edmonton, celebrating the best in rodeo with excitement and tradition

Highlights from Day One and what to see tomorrow

October 2, 2024 (Edmonton, AB) – The wait is over! The 50th annual Canadian Finals Rodeo (CFR) officially kicked off today at Rogers Place, bringing together the best rodeo athletes, loyal fans and an electric atmosphere that only Edmonton can deliver. Running from October 2 to October 5, this year's CFR promises to be bigger, bolder and more thrilling than ever before.

As thousands of rodeo enthusiasts gather to celebrate the culmination of Canada's rodeo season, Day One of CFR did not disappoint. The stakes are high as competitors vie for national titles and a share of the lucrative prize pool.

"The Canadian Finals Rodeo has been a cornerstone event in Edmonton's rich sporting and cultural history for decades. Not only does it bring thrilling rodeo action and Western heritage to our city, but it also delivers a significant economic boost, attracting visitors from across the country and beyond. Each year, the CFR contributes millions to local businesses, restaurants, hotels and attractions, reinforcing Edmonton's reputation as a premier destination for major events. We're proud to be part of this enduring legacy and excited to see the positive impact the CFR continues to have on our community," says Arlindo Gomes, Vice President of Business Development & Venue Management at Explore Edmonton.

Highlights from Day One:

Rodeo action on Night One of CFR 50 saw two defending Champions kick off the five performance Finals in stand-out fashion.

Provost, Alberta's Scott Guenthner, riding the Steer Wrestling Horse of the Year, Tyson (owned by Curtis Cassidy) clocked a rapid 3.8 seconds to win the round. The four time Canadian Champion is off to a solid start with four performances to go.

Four-time Canadian and four-time World Champion, Zeke Thurston, matched up with a young horse from the Calgary Stampede, F-38 Freedom Express, for an 89.25 result and the top cheque on the night.

For an updated list of Day One results, please visit rodeocanada.com.

Photo and video assets for media usage, which will be updated periodically throughout each day, can be found [here](#).

What to see on Day Two:

The Canadian Country Expo (CCE)

The Canadian Country Expo (CC#) is the premier destination for Western Lifestyle enthusiasts, offering a captivating blend of traditional and modern Western activities. Held in conjunction with the Canadian Finals Rodeo, the Expo expects to draw a large and diverse audience who appreciate the enduring appeal of the Western way of life. Taking place at the Edmonton EXPO Centre from Oct. 2 to Oct 6., CCE is an event that visitors and Edmontonians alike do not want to miss.

Tailgate Party in Ice District Plaza, 4 p.m. to 6 p.m.

Before each rodeo performance, the action starts at the CFR Tailgate Party! Enjoy performances by Country Music Alberta artists, strolling entertainers, and visit interactive displays. Prepare for the upcoming performance by watching rodeo highlights and cheers to a great night ahead in our all-ages beer garden.

Bernadette's Restaurant Rodeo Week Activation

Bernadette's exclusive Rodeo Week "1st Rodeo Experience" features a culinary journey consisting of six courses and pairings that explore the story of Indigenous peoples' connection with the land, rodeo and their role in cowboy/cowgirl culture. The experience will showcase the produce of the Western prairies, wild meats and Alberta beef. It will also be based on seasonality and food culture related to camp, farm and outdoor cooking.

A full schedule of CFR programming for the day can be found [here](#).

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