



SEPTEMBER

23-24, 2022

## Explore Edmonton welcomes the return of rodeo to Edmonton, a sport with a rich history here

EDMONTON – Explore Edmonton along with C5 Rodeo Company are proud to announce the return of rodeo to Edmonton, a city with an incredibly rich history of rodeo.

The Edmonton Pro Rodeo will be hosted at the Edmonton EXPO Centre with performances on Sept. 23 and 24, 2022.

Edmonton's rodeo roots date back all the way to 1951 at the Edmonton Exhibition Grounds Grandstand. That was the first and only year the rodeo was held outside as it was moved indoors the following year because of excessive rain in Edmonton.

But that move indoors led the way to Canada's largest indoor rodeo, the Canadian Finals Rodeo. Edmonton hosted the first CFR in 1974 at the Edmonton Gardens. It was so popular that the following year it moved to the Northlands Coliseum.

After 15 years, with attendance and prize money stagnating, the Canadian Professional Rodeo Association put the CFR out to tender and Calgary submitted a bid. Our city saw the value and Northlands offered a guaranteed prize purse of over \$250,000 with an annual escalation clause. Our city played host to the event for 44 years which welcomed over 3 million fans in that time and offered prize money growing from just under \$30,000 the first year to over \$1.4 million in 2017.

"We know that rodeo means something in Edmonton so it's exciting that Explore Edmonton can work with partners to bring the sporting event back to our city," said Arlindo Gomes, VP of Business Development and Venues Management.

C5 Rodeo Company, an Indigenous-owned company, provides livestock to over 40 locations worldwide and is known for its innovative approach to rodeo production.

"Edmonton has always been a very special place for the C5 Rodeo team, just down the road from our ranch in Lac La Biche. We look forward to bringing a great production to Edmonton along with our friends and partners here at Explore Edmonton," says Vern McDonald, Owner of C5 Rodeo Company.

The Edmonton Pro Rodeo will also prove an important stop to many cowboys and cowgirls. It is the final stop of the Canadian Professional Rodeo season and kicks off the 2023 SMS Equipment Canadian Pro Tour. It will also provide a last chance to qualify for the Canadian Finals Rodeo which is set for Nov. 2-6 in Red Deer.

Athletes will also be competing for an \$8,000 prize in each rodeo event for a total purse of \$65,000.

Tickets are on sale at [www.edmontonprorodeo.com](http://www.edmontonprorodeo.com)

For more information, please contact:

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