

# PRESS RELEASE

## The cows come home – and so does the Canadian Finals Rodeo Powered by ATB

*Edmonton saddles up for the return of the CFR with downtown cattle drive*

**October 2, 2024 (Edmonton, AB)**— No, you're not imagining things; there really were cows and teamsters in the streets of downtown Edmonton today. This fantastical sight was the official kick-off of Rodeo Week starting in Edmonton and a celebration of the return of the Canadian Finals Rodeo (CFR) Powered by ATB.

For over four decades, Edmonton proudly hosted the Championships of Pro Rodeo, ingraining the history and traditions of the West in the community. Now, after a brief seven-year hiatus, the city is ready to showcase its deep-rooted Western history and traditions once again and show the world where the cows really come home.

In the early days of rodeo, the animals didn't arrive by truck and trailer. They didn't even arrive by train. They came on foot, often over hundreds of kilometres, and arrived in town to a grand welcome, and that is where the festivities would begin. Organizers felt this homage of bringing the cows home right through the core of downtown was the perfect combination to signify that the rodeo is back.

"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.

Edmontonians and visitors alike can look forward to a week filled with thrilling rodeo action, live entertainment, and a celebration of Western heritage. The Canadian Finals Rodeo is set to captivate audiences from October 2nd to 5th at Rogers Place.

For more information about CFR and the schedule of events for Rodeo Week, please visit [www.cfr.ca/rodeoweek](http://www.cfr.ca/rodeoweek).

-30-

Photo and video assets from the cattle drive are available on request.

For media inquiries, contact:

CFR Media Team

[CFRMedia@ExploreEdmonton.com](mailto:CFRMedia@ExploreEdmonton.com)

780-616-6813

[www.cfr.ca](http://www.cfr.ca)