

Wrangler Champions Challenge Expands

Rodeo series adds team concept, lands new TV partner

The Wrangler Champions Challenge, presented by Justin Boots, is entering its first full season on the ProRodeo calendar with increased prize money, a new format, new cities and a brand-new television partner.

CBS Sports Net is on board to telecast all eight spots of the tour, delivering 90 minutes of high-def coverage of the Professional Rodeo Cowboys Association's best contestants competing on the sport's best stock to more than 60 million households.

Seven of the 10 spots in each event are reserved for top finishers in the previous year's world standings. The remaining three qualifiers will be comprised of the leaders in the 2014



world standings and Wrangler Million Dollar Tour standings one month before the Wrangler Champions Challenge event and the venue champion of the host city.

The prize money payout has been raised from \$10,000 to \$16,000 for each Wrangler Champions Challenge event, with the first-place purse of \$5,440 among the highest of any of the PRCA's one-go rodeos.

A team element is being introduced to the Wrangler Champions Challenge format this year.

Total prize money in each event: \$16,000

- 1 - \$5,440
- 2 - \$4,160
- 3 - \$3,040
- 4 - \$2,080
- 5 - \$1,280

PRCA sponsors including Wrangler, Justin Boots, B&W Trailer Hitches and Coors filled out their rosters during a contestant draft in Las Vegas in December, the day after the conclusion of the Wrangler National Finals Rodeo.

Team standings will be tracked and a team champion crowned after the Wrangler Champions Challenge Finale in Omaha, Neb., Sept. 27.

The made-for-TV series has a wide geographic spread; the eight events are set in eight states, from the season opener in Kissimmee, Fla., all the way to Puyallup, Wash., where it will be part of the Justin Boots Playoffs weekend.

All of the Wrangler Champions Challenge broadcasts on CBS Sports Net will be aired within five days of the event.

TEAM LINEUPS



TEAM WRANGLER

Bareback riding
Steer wrestling
Team roping-hdr
Team roping-hlr
Saddle bronc riding
Tie-down roping
Barrel racing
Bull riding

Kaycee Feild
Trevor Knowles
Turtle Powell
Dugan Kelly
Luke Butterfield
Ryan Jarrett
Shada Brazile
Tyler Smith



TEAM JUSTIN

Bareback riding
Steer wrestling
Team roping-hdr
Team roping-hlr
Saddle bronc riding
Tie-down roping
Barrel racing
Bull riding

Ryan Gray
Dean Gorsuch
Kaleb Driggers
Patrick Smith
Joaquin Real
Shane Hanchey
Mary Walker
Cody Teel



TEAM B&W TRAILER HITCHES

Bareback riding
Steer wrestling
Team roping-hdr
Team roping-hlr
Saddle bronc riding
Tie-down roping
Barrel racing
Bull riding

Bobby Mote
Dakota Eldridge
Trevor Brazile
Travis Graves
Tyrel Larsen
Trevor Brazile
Lisa Lockhart
Shane Proctor



TEAM COORS

Bareback riding
Steer wrestling
Team roping-hdr
Team roping-hlr
Saddle bronc riding
Tie-down roping
Barrel racing
Bull riding

Wes Stevenson
Matt Reeves
Riley Minor
Brady Minor
Dustin Flundra
Scott Kormos
Fallon Taylor
J.W. Harris



TEAM PRCA 1

Bareback riding
Steer wrestling
Team roping-hdr
Team roping-hlr
Saddle bronc riding
Tie-down roping
Barrel racing
Bull riding

J.R. Vezain
Casey Martin
Luke Brown
Kollin VonAhn
Brady Nicholes
Tuf Cooper
Jane Melby
Josh Koschel

TEAM PRCA 2

Bareback riding
Steer wrestling
Team roping-hdr
Team roping-hlr
Saddle bronc riding
Tie-down roping
Barrel racing
Bull riding

Will Lowe
Bray Armes
Nick Sartain
Rich Skelton
Taos Muncy
Cody Ohl
Christy Loffin
Trevor Kastner

TEAM PRCA 3

Bareback riding
Steer wrestling
Team roping-hdr
Team roping-hlr
Saddle bronc riding
Tie-down roping
Barrel racing
Bull riding

Steven Pebbles
Hunter Cure
Clay Tryan
Jade Corkill
Cole Elshere
Tyson Durfey
Michele McLeod
Cody Campbell

COORS BANQUET ROUGH RIDERS BIOGRAPHIES

Bare Back Rider, **Kyle Bowers**, is a two-time Bareback champion in the Canadian Professional Rodeo Association. Kyle blew out his ACL in Steer Wrestling, and now rides Bareback with no ACL.

Steer Wrestler, **Matt Reeves**, is a five-time WNFR qualifier and three-time DNCFR qualifier. Matt has won two and placed in 13 rounds at the WFNR. Matt married WPRA Barrel Racer, Sacanah Koenig in 2008.

They come from four generations in the sport; brothers Riley and Brady Minor are Team Roping partners and champions.

Team Roping Header, **Riley Minor**, is the younger of the siblings. He is a four-time WNFR qualifier and two-time RNCFR qualifier.

Heeler, **Brady Minor**, holds the 2012 RNCFR title along with three qualifications and five WNFR qualifications.

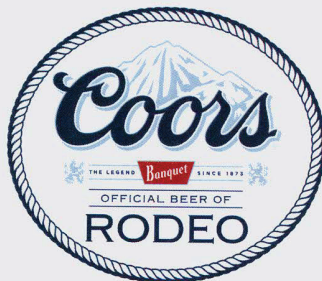
Together, the brothers have won three rounds at the WNFR and placed in 20.

Dustin Flundra is a champion Saddle Bronc Rider and two-time WNFR qualifier who has placed in three rounds at the WFNR. His wife (Niki Cammaert) is a noted WNFR trick rider.

Scott Kormos has qualified for the WNFR eight-times in his Tie-Down Roping career. He has won four and placed in 14 rounds at the WNFR. In 2002 he was PRCA Resistol Rookie of the Year in Tie-Down Roping.

Fallon Taylor is a five-time WNFR qualifying Barrel Racer. Fallon was only 13 years old when she first qualified for the WNFR. In addition to her riding career, Fallon has also been a New York model, was the Axe body spray girl, and has made several appearances on TV shows including Two and a Half Men. This year Fallon won the 2013 Jerry Ann Taylor Best Dressed Award presented by WPRA and National Cowgirl Museum and Hall of Fame.

Bull Rider, **J.W. Harris**, is a four-time PRCA World Champion. With over \$1.5 million in earnings, J.W. has two RNCFR titles, eight WNFR qualifications, and is married to (Jackie) former Miss Rodeo Arkansas.



Wrangler Champion's Challenge Brings Rodeo Superstars to Rapid City

Sponsored by Justin Boots, the Wrangler Champion's Challenge has been buzzed about for months, and with good cause. The series marks an ultra-competitive, made for TV battle that will bring rodeo's elite into the limelight, as well as the Rushmore Plaza Civic Center's Barnett Arena on Tuesday, February 4th. As the entire competition has been created around the top-ranked men, women, and livestock in the PRCA, spectators should anticipate not only the best of the best, but the chance to meet the nation's finest competitors in person.

How does the 8-stop Challenge work? The hugely popular concept has been perfected by the PRCA and is based on teams. The top seven contestants in each event out of the NFR rodeo on December 14th were the only athletes selected to participate, turning the Challenge into a true showcase of talent. On Sunday, December 15th event sponsors gathered to draft their teams. The series will feature 10 contestants per event. Seven competing for sponsor teams, two based on world standings and tour standings and the last, a wild card team based on the event champions from last year's PRCA rodeo in Rapid City.

Known as the Banquet Rough Riders, the Coors Rodeo team is exemplifying what it means to be top competition on a national stage that will now be viewed in roughly 60 million homes. Coors Barrel Racer Fallon Taylor is excited to take part in a new kind of challenge. "Most of the time I focus on my own event; I like the pressure of being a vital part of my team," she says. "I can't let a calf roper or a bull rider down. It unites seven events together. It's exciting, because we don't all work together like that typically."

Indeed, each contestant will work to support their team, whether they compete in bareback riding, saddle bronc riding, bull riding, tie-down roping, steer wrestling, team roping, or barrel racing. The competition is less about the individual and more about the collective whole. It's also about putting the nation's top competitors in front of a captive audience. Every rodeo and contestant will be televised on the CBS Sports Network, with each sponsor gearing up to make superstars out of their athletes. Whereas typical rodeo features a revolving array of contestants, the Champion's Challenge will allow viewers to get to know each competitor as the showdown progresses.

Coors Steer Wrestler Matt Reeves anticipates an incredible opportunity for fans. "There's only 10 guys in each event, and they're some of the top ten cowboys in the world. They're one day rodeos and then we'll do public appearances, so if you want to talk to a cowboy and see them you'll be able to do that. It gives us a chance to interact with fans, and we have great fans that we hear from. It also gives them a chance to learn more about us."

Like her teammate, Taylor also feels strongly about what the Challenge means to both fans and to herself. "I'm most excited about the people at home that don't get to go to the rodeo in their city that will get to see and follow us on TV," she explains. "They'll be able to follow us all throughout the year instead of just at the national finals." Participating in the Challenge is an opportunity Taylor has aspired to since she began her career at age 7. "I came from a non-

rodeo family. I started watching rodeo on TV, and knew I wanted to be a part of it. Being included in the Champion's Challenge is a dream for me. Plus, it's an empowering thing to watch a woman ride a horse at a high rate of speed. Rodeo is the original X Games. It's always fun. And barrel racers definitely bring the glitz and glamor to the sport – we bring the 'pretty' in."

The 2014 Wrangler Champion's Challenge will not only bring the pretty, but the nation's leading competition to the Rushmore Plaza Civic Center with an unforgettable lineup. Follow the Coors Rodeo team on CBS Sports as they uphold their motto, "The Toughest Crew on Dirt," and come experience all the action for yourself on Tuesday, February 4th at 7:30pm. As Reeves says, "I hope everybody comes out and supports the Wrangler Champion's Challenge. We look forward to putting on a good show for everyone."

For tickets, visit www.gotmine.com

