



For Immediate Release

**The world's best PBR riders to compete in
Christchurch at CBS Arena – Thursday, Nov. 13**
*Tickets for Professional Bull Riders New Zealand Cup are
on sale 12th May.*

Christchurch, NZ – New Zealanders get ready!

The Professional Bull Riders (PBR) announced today the Top 22 bull riders from the United States Built Ford Tough Series, PBR Australia and the best bull riders from New Zealand will face off against the toughest bucking bulls in the business when the PBR New Zealand Cup makes its debut at the CBS Arena on Thursday, Nov. 13.

With more than 300 PBR events worldwide in the United States, Brazil, Mexico, Canada and Australia, 2014 will be the first time that the “toughest sport on dirt” will be showcased in New Zealand.

Local Christchurch-based promoter, Douglas Projects International has been the driving force behind securing the event.

“I have been aware of the PBR for a number of years now,” promoter Craig Douglas said. “It is a personal milestone for me to finally secure the rights to bring this great event not only to New Zealand, but also to my hometown of Christchurch. Since the earthquake, a lot of major events have been cautious about re-entering this market; however this proven product is a perfect fit for New Zealand Cup and Show week. We are confident it will meet our expectations in year one, with our aim being to retain this as an annual, signature event for Christchurch well into the future.”

Fans will witness thrilling 8-second rides and jaw-dropping wrecks during the three-hour, adrenaline-soaked performance as the PBR's insanely brave cowboys risk it all against ferocious animal athletes that can weigh as much as 1,000 kilograms.

PBR is not a rodeo. It's heart-stopping, bull riding action from the time the dust is first stirred to when it settles. Complete with pyrotechnics, big screen replays, dramatic lighting displays and a pulsating sound system; this is one event not to be missed.

“We are excited to see our sport expand into New Zealand,” said PBR’s Chief Global Events Officer Dave Cordovano. “The region’s PBR fans are vital and very spirited and will thrive on the sports’ energy and excitement. It’s an honor to think we will contribute to the region’s revitalization. We look forward to working with Douglas Projects International to bring one of our marquee events to the country.”

Bull riding begins at 7:30 p.m. on Thursday, Nov. 13. Tickets prices start at \$89 and are available through Ticketek.co.nz or go to PBR.co.nz

The format is simple. Each of the 22 riders will face one bull apiece in Round 1 and Round 2 on Thursday. Following Round 2, the riders with the eight highest cumulative scores will advance to the New Zealand Cup Championship Round and will go head-to-head against eight of the most extreme bucking bulls New Zealand can muster. The overall event winner will be the rider with the highest combined score from all three rides.

The men will be riding for their share of the \$23,000 total purse and valuable points that will count toward the 2015 PBR World Standings and qualification for the \$2.2 million 2015 PBR Built Ford Tough World Finals.

About the Professional Bull Riders, Inc. (PBR)

The PBR is the world’s premier bull riding organization. This year marks the 21st year of the founding of the PBR. In just two decades, the dream of 20 bull riders has become a global sports phenomenon that is televised worldwide. More than 100 million viewers annually watch primetime PBR programming on networks around the world including CBS, CBS Sports Network, NBC, and NBC Sports Network. The PBR has awarded over \$100 million in prize money and 24 riders have earned over \$1 million, including Justin McBride with \$5.5 million – the most of any Western sports athlete in history. Nearly 2 million fans attend Built Ford Tough Series and Touring Pro Division events each year.

For up to date information on the tour follow PBR New Zealand on Facebook at <https://www.facebook.com/pbrnewzealand?ref=hl> and visit the website <http://www.pbr.co.nz>

For all media enquires please contact:

Craig Douglas

P: 021777760 E: craig@dpinternational.co.nz

Amanda Duke

P: 0212357490 E: amanda@dpinternational.co.nz