

PBR & BULL RIDING BASICS

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THE **PBR**

PBR (Professional Bull Riders) is strictly bull riding, and the first step is just staying alive. There are no timeouts. No slow-down, four-corners offense. No towels to throw in. There is only one man, one bull and 8 desperate seconds.

A quarter century ago, 20 men invested \$1,000 each to get it started.

In just two-and-a-half decades, the dream of these pioneering athletes has grown into a global phenomenon that has awarded more than \$180 million in prize money.

The PBR turns 25 in 2018, and will award an additional \$10 million-plus in prize money, including a \$1 million bonus to the PBR World Champion, the season's best bull rider.



20 FOUNDING MEMBERS OF THE PROFESSIONAL BULL RIDERS

David Bailey Jr.	Cody Custer	Michael Gaffney	Ty Murray
Clint Branger	Jerome Davis	Tuff Hedeman	Ted Nuce
Mark Cain	Bobby Delvecchio	Cody Lambert	Aaron Semas
Adam Carrillo	Mike Erikson	Scott Mendes	Jim Sharp
Gilbert Carrillo	David Fournier	Daryl Mills	Brent Thurman

THE PBR STORY

Headquartered in Pueblo, Colo., the PBR was created in 1992 by a group of 20 visionary bull riders who broke away from the traditional rodeo scene, seeking mainstream attention and new riches for the most popular sport at a rodeo, professional bull riding.

“We wanted to create a better product for the fans, so that when they tuned in they were seeing the best of the best every time,” said PBR Co-Founder and nine-time World Champion Ty Murray. “Those expectations have been exceeded immensely, and the fact that this sport continues to grow is a gratifying notion, one that supports all the hard work and dedication of every member of the PBR.”

The founders believed that bull riding deserved to be in the limelight and could succeed as a standalone sport. Each rider invested a hard-earned \$1,000, some borrowing from family and friends, to start the PBR.

“This is the only sport in the world that I can take anyone to see, whether they know anything about it or not, and I guarantee you that they won’t be able to take their eyes off of it,” Murray said.

In 2007, Spire Capital Partners finalized a deal with the PBR Board of Directors to acquire the interests of many of the retired founding riders and invest in the growth of the organization. Those first 20 bull riders had turned their \$1,000 into millions.

In May 2015, the PBR was acquired by Endeavor (formerly WME | IMG), a global leader in sports, entertainment and fashion.

More than 600 bull riders from around the world including the United States, Australia, Brazil, Canada and Mexico hold PBR memberships. They compete in more than 300 bull riding events each year on the nationally-televised premier series, Real Time Pain Relief Velocity Tour, and Touring Pro Division

There are also tours in Australia, Brazil, Canada and Mexico. For every rider, the

ultimate goal is to qualify for the PBR World Finals in Las Vegas, the richest bull riding event on the planet, with the league champion receiving the World Championship buckle and a \$1 million bonus.

The 20 original founders took a substantial gamble when pooling their limited resources to fund the grassroots operation. Yet the risk has certainly paid off. Investors like Spire Capital Partners and Endeavor, and partnerships with Ford, Monster Energy, Wrangler, Jack Daniel’s, Dickies® and the city of Las Vegas have helped the PBR annually award more than \$10 million.

The success of the PBR has made it one of the most prolific sports on television. The elite 25th Anniversary Tour will be televised every week on CBS Sports, CBS Sports Network and networks around the world. PBR broadcasts reach half a billion households and a new digital network will bring fans hundreds of hours of bull riding and other western sports anytime, anywhere.

The combination of incredible athleticism, raw sport and quality entertainment for the whole family has propelled live attendance growth as well. Annual attendance has grown from 310,000 in 1995 to more than 3 million fans each season.

The PBR has rapidly transformed one of the fastest-growing sports in America into a worldwide phenomenon. Capitalizing on the popularity of bull riding around the world, the PBR has attracted many international athletes who have traveled to the United States to compete exclusively in the PBR. The new PBR Global Cup now offers these athletes a chance to ride in a five-country competition for national pride.

With cowboys continuing to enter the mainstream, and extreme sports featuring jaw-dropping bursts of action all night long growing in popularity, the PBR’s future is very bright.

THE PBR AT A GLANCE

- World’s premier bull riding organization.
- Founded in 1992 by bull riders for bull riders.
- Features the world’s best bull riders against the rankest bucking bulls in the business in an 8-second showdown.
- The PBR conducts more than 300 bull riding events annually across its premier series, Real Time Pain Relief Velocity Tour, Touring Pro Division and international circuits (PBR Australia, PBR Brazil, PBR Canada and PBR Mexico).
- PBR tours annually award more than \$10 million in prize money.
- The PBR has awarded more than \$180 million in prize money; 34 riders have earned more than \$1 million.
- J.B. Mauney became the first rider to earn more than \$7 million in career earnings after winning Round 4 at the 2016 World Finals with a 90.25-point ride aboard Red Dawn. He is the richest bull rider in western sports history.
- The PBR’s premier series has visited more than 100 cities since it began, making the most stops in California, which has hosted 59 events.
- Since the beginning of the premier series, at the start of the 2018 season, there have been 153,122 outs.
- 600+ bull riders compete in PBR-sanctioned competitions in Australia, Brazil, Canada, Mexico and the United States.
- A bull rider must be 18 years of age to purchase a PBR membership, when he then receives a riding permit allowing him to enter the Touring Pro Division. Once he wins \$2,500 in prize money he will be upgraded from permit status to cardholder status. A rider must continue to win at least \$2,500 each year to maintain cardholder status.
- In 1995, more than 310,000 fans attended PBR events across the nation. Today the PBR attracts more than 3 million live event attendees each year around the world.
- The premier series will be televised every week on CBS Sports, CBS Sports Network and networks around the world.
- PBR broadcasts reach nearly half a billion households in 130 territories around the world.
- The PBR World Champion annually is presented with the coveted PBR World Champion’s gold buckle, the ultimate symbol of achievement in bull riding. The custom-made belt buckle is valued at more than \$20,000.
- Bushwacker’s buckoff streak of 42 riders is the longest of any elite tour bull.
- Roughly 120,000 pounds of bull are brought to each arena on a weekly basis (based on a two-day event).

THE PBR AT A GLANCE CONTINUED

- Bulls begin bucking at two or three years of age. Though a bucking bull is often in his prime as an athlete around age five or six, many bulls buck past the age of 10.
- 750 tons of dirt are typically brought into each arena, which is the equivalent of 1,500,000 pounds of dirt.
- A PBR arena typically averages 85 feet by 140 feet. The steel bucking chutes, panels, gates and posts that encircle the arena collectively weigh 50,000 pounds and, when assembled, equal 1,800 feet or six football fields worth of connected steel. The steel materials travel from event-to-event on a 53-foot long flatbed trailer pulled by a semi-truck.
- One of the most anticipated parts of any premier series event is its opening ceremony, a multi-media production that incorporates elaborate props, stage lighting, video, music and pyrotechnics. The production typically runs 15 minutes and costs roughly \$750 per minute.
- 2008 World Champion Guilherme Marchi leads the PBR with 612 qualified rides in his career on the elite tour.
- Luke Snyder, the reigning Ironman of the PBR, competed in 275 consecutive events, a streak that began when he debuted on the Built Ford Tough Series in 2001 and ended in 2010 when he was not ranked high enough to qualify for the Iron Cowboy Invitational in Arlington, Texas.
- Jose Vitor Leme earned the most money ever by a rookie in 2017. Leme took home more than \$473,000, including checks from his World Finals title and trip to the PBR Global Cup, on his way to being named Rookie of the Year.

CELEBRATING 25 YEARS: A QUARTER CENTURY OF THE MOST EXCITING 8 SECONDS IN SPORT

As PBR celebrates its 25th season, there have been three constants in the sport's history — the top bull riders in the world, the rankest bulls, and that combination producing a young man's sport.

That was never more the case than 2017 when Jess Lockwood won the first three rounds of the World Finals and became the youngest athlete to win a world title in PBR history.

The 20-year-old from Volborg, Montana, became only the second rider to claim the prestigious gold buckle and the life-changing \$1 million bonus near 12 months to the day after being named the PBR Rookie of the Year.

The fresh-faced, all-American kid who held the championship cup above his head as the crowd cheered and his family cried unofficially replaces Mauney, who had taken the place of Justin McBride, as the rider symbolizing the future of the PBR.

It all started in a Scottsdale, Arizona, motel when 20 rodeo cowboys gathered to talk about establishing bull riding as a standalone sport.

Cody Lambert and Tuff Hedemen led the meeting. Ty Murray, who later served as president of the PBR, was there. So too were Jerome Davis, Ted Nuce, Jim Sharp, Clint Branger, David Fournier, Cody Custer, Michael Gaffney, David Bailey Jr., Mark Cain, Adam and Gilbert Carrillo, Bobby DelVecchio, Mike Erickson, Scott Mendes, Daryl Mills, Aaron Semas, and the late Brent Thurman.

Each invested \$1,000 in capital needed to form what has since become the world's premier bull riding organization.

Many in the rodeo and western world laughed at their dreams. And early on, the naysayers had reason to chuckle. By the time Randy Bernard took over as CEO in 1995, at the conclusion of the first World Finals in Las Vegas, the PBR only had \$8,000 in the bank and more than \$140,000 in unpaid expenses. The bold, big-picture thinker with razor-sharp instincts quickly turned things around. At the end of his first year, the total payout at the Finals increased to \$1 million and expanded to \$1.5 million in 1999.

That same year, the Finals were moved to the Thomas & Mack Center, where what grew to be the most prestigious event in professional bull riding remained until 2016 when current CEO Sean Gleason took the crowning event to the brand new T-Mobile Arena.

In 2001, the PBR Board of Directors made, perhaps, the most important decision in their history in approaching North Carolina businessman Tom Teague, a close friend of the late Dale Earnhardt, who believed bull riding could represent a smaller version of what NASCAR had become.

It was past the close of business, on a Friday, when they requested \$6 million to buy back their television rights. And, by the way, they needed the money from Teague first thing Monday morning.

"My chief financial officer said, 'You have to be crazy Tom.' My partner asked, 'What in

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the hell are you doing?” Teague recalled. “But it was a heck of an opportunity. I said, ‘I really like the guy running it.’”

The cash allowed the PBR to pay for its network debut in 2001 on NBC from Austin, Texas with George Michael announcing. The resulting strong 2.3 rating was twice what anyone had predicted.

Eventually, the league found a broadcast partner in TNN, where it became the network’s highest-rated programming, followed by OLN then Versus and NBC Sports Network.

Larger audiences meant more value. Starting in 2013, PBR signed a succession of multi-year deals with CBS Sports Network, which includes network broadcasts on CBS. Today on any given Sunday, PBR on CBS sometimes outdraws sports such as PGA Golf, MLB, US Open Tennis, and the NHL on NBC.

For the 2018 season, the PBR’s innovation continues with the launch of a streaming digital service giving fans access to hundreds of PBR and rodeo events not carried on television.

In 2003, the Bud Light Cup Series became the Built Ford Tough Series and, more importantly, the PBR began paying its world champions a \$1 million bonus.

Chris Shivers, who set the 90-point standard with 97 rides of 90-or-more points, became the first rider to surpass \$1 million in career earnings and then \$2 million and eventually \$3 million. The Mississippi cowboy was also the first to claim the \$1 million bonus as world champion.

McBride established himself as the richest western sports athlete of all-time with more than \$5 million in career earnings after claiming his second world title in

2007. As the sport grew and welcomed new superstars, McBride has slipped to fourth on the list of all-time money-earners.

Mauney, who would claim one of the sport’s great moments in breaking legendary bull Bushwacker’s 42-out buckoff streak, is now the top-paid rider at more than \$7.2 million. Alves has pocketed just shy of \$6 million. In fact, after claiming his third world title, Alves had averaged \$100,000 a month in career earnings since arriving in the U.S. four and a half years earlier.

The PBR has indeed made cowboys rich.

As a matter of fact, prior to the founding of the PBR, a bull rider might have earned \$100,000 in his best season with no one reaching a career total of \$1 million, including eight-time PRCA World Champion Don Gay.

Prior to the start of the 25th anniversary season, 34 PBR cowboys have surpassed \$1 million in career earnings.

It took just shy of 17 years for the PBR to pay out more than \$100 million, and eight seasons later, it’s fast approaching \$200 million in total payouts.

Paydays like that have led the PBR to some of the most famous arenas and iconic stadiums.

In 2007, the PBR added Madison Square Garden in the heart of Manhattan to its annual schedule, and a stop at the “world’s most famous arena” has been an elite series staple ever since.

The league also moved from cramped office space above a bank in downtown Colorado Springs to a new four-level building in nearby Pueblo. That year also saw the original investors sell a majority of their

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shares to the New York investment group, Spire Capital.

Three years after hosting an event at The Garden – which had previously hosted a month-long rodeo every year in the 1940s and 50s – the PBR orchestrated a deal with Jerry Jones, the owner of the Dallas Cowboys, to host the Iron Cowboy Invitational, in Arlington, Texas, at AT&T Stadium — Jones’ own crown jewel.

The popularity of PBR isn’t merely confined to the U.S. where it continues to push into mainstream sports entertainment, assisted by its new parent company Endeavor (formerly WME | IMG), which acquired the organization in 2015.

The sport has become a global phenomenon and recently debuted at beautiful Rogers Place in Edmonton, Alberta, Canada, for the inaugural five-nation PBR Global Cup.

Beyond the U.S., the PBR is established in Brazil, Canada, Mexico and Australia and has events in New Zealand as well.

In Brazil, more than 1,800 rodeos each year attract a combined live audience approaching 30 million spectators – making it the most popular live sport in Brazil, according to Price Waterhouse. Bull riding and rodeo is the second most-popular televised sport in Brazil behind soccer.

It’s no surprise that Brazilian riders have come to the U.S. to claim nine of 24 world titles.

Adriano Moraes was the first Brazilian to experience overwhelming success. His statue riding legendary bull Little Yellow Jacket now stands in front of PBR’s Pueblo headquarters.

The three-time world champion was followed by Paulo Crimber and Ednei Caminhas along with Robson Palermo, Renato Nunes, Valdiron de Oliveria and Guilherme Marchi, who would become the first rider to surpass 500 and then 600 qualified rides at PBR’s elite level and be named by *Men’s Fitness* “the world’s fittest athlete.”

Alves followed suit with Fabiano Vieira, Joao Ricardo Vieira and Marco Eguchi. The next wave of Brazilian stars to arrive were Eduardo Aparecido, Kaique Pacheco, Claudio Montanha Jr., and Rubens Barbosa.

Jose Vitor Leme, the most recent to make the transition, took the sport by storm in making his U.S. debut at the World Finals, going a perfect 6-for-6 to win the event and Rookie of the Year honors.

Leme, 21, and Lockwood, 20, are younger than Mauney and Alves, who were well into the prime of their careers when claiming five consecutive world titles from 2011 through 2015.

Now it’s these young guns’ turn to become the standard-bearers of the PBR.

Though Lockwood says he’s focused on winning gold before money, in today’s PBR, big bucks come with belt buckles. Will a young superstar like him win more than one title? Will this young rider maintain a high level of performance in a brutally punishing sport to eventually surpass Mauney in earnings?

There were many questions at the start of the inaugural PBR season. And there are just as many at the start of the new season a quarter century later. Only now, they’re questions of degrees of greatness.

ON THE DIRT MILESTONES

Over a quarter century, the PBR has seen a number of record-breaking performances. These unforgettable moments have helped the sport achieve mainstream success. Here are 25 history-book milestones.

INAUGURAL GLOBAL CUP [2017]

At the inaugural Global Cup, a new five-country competition for national pride, Team USA finished first inside Rogers Place in Edmonton, Alberta, going 12-for-18. The team was led by Stormy Wing, who also won the individual aggregate at the event. The Texas-native went 3-for-4, adding 257.75 points to the nation's 1,026.75-point total in the overall event aggregate.

GUILHERME MARCHI REACHES 600 QUALIFIED RIDES [2017]

2008 World Champion Guilherme Marchi became the first rider in PBR history to record 600 qualified rides when he covered Shocker for 86.25 points in Billings, Montana in 2017. Starting the 2018 season Marchi has 612 qualified rides.

LOCKWOOD BECOMES YOUNGEST WORLD CHAMPION [2017]

Jess Lockwood was 20 years old when capturing his first gold buckle in 2017. He accomplished the milestone after winning a historic three consecutive rounds to open the World Finals, two of which came via 90-point rides, erasing a 467.5-point gap at the start of the event to become World No. 1.

JOSE VITOR LEME IS TOP ROOKIE AND WORLD FINALS EVENT WINNER IN SAME YEAR [2017]

In 2017, Brazilian young gun Jose Vitor Leme won PBR Rookie of the Year and the World Finals event title. He is the fourth rider to accomplish the feat in the same season, joining Ronny Kitches (1996), Luke Snyder (2001) and Jody Newberry (2003). Leme also became the first World Finals event winner to earn more than \$400,000, earning a total of \$416,000 at his first-ever appearance at the season-ending event.

J.B. MAUNEY TOP MONEY EARNER [2016]

J.B. Mauney became the first rider to surpass the \$7 million-dollar mark during the 2016 World Finals with a 90.25-point ride on Red Dawn. After winning his second world title in 2015, he had already become the richest athlete in western sports history. At the start of the 2018 season, the 12-year PBR veteran had earned a total of \$7,235,604.37. Currently, 34 riders in PBR History have earned more than \$1 million. Mauney is followed by Silvano Alves (\$5,953,045.58), Guilherme Marchi (\$5,252,222.59), Justin McBride (\$5,160,453.77), and Chris Shivers (\$3,923,994.43).

SILVANO ALVES SETS CONSECUTIVE RIDES RECORD [2015]

Three-time World Champion Silvano Alves shattered J.B. Mauney's previous consecutive rides record (16) with 24 consecutive qualified rides. The streak began on Oct. 3, 2014 in Biloxi, Mississippi, when he rode Living The Dream for 72.25 points, and ended on Jan. 23, 2015 during Round 1 of the Oklahoma City event when he bucked off Big Dip.

SILVANO ALVES REACHES \$4 & \$5 MILLION THE FASTEST [2014]

Silvano Alves reached \$4 and \$5 million after winning his third PBR World Championship in 2014, achieving the milestones faster than any rider in PBR history – 131 events and 54 months.

GREATEST COMEBACK IN PBR HISTORY PROPELS MAUNEY TO FIRST PBR WORLD CHAMPIONSHIP [2013]

J.B. Mauney began the second half of the 2013 season ranked No. 10, 3,056 points behind Silvano Alves. Mauney won five of the nine remaining events that season, the last three consecutively. He then rode every bull at the World Finals, taking four of the six rounds and the World Finals title – his fourth consecutive win. He passed Alves to win the PBR World Championship by 977.75 points, finishing the greatest comeback in PBR history.

BUSHWACKER'S CONSECUTIVE BUCKOFF STREAK [2013]

In 2013 Julio Moreno's World Champion Bucking Bull, Bushwacker, broke the previous buckoff streak record of 35 consecutive buckoffs and extended it to 42. The streak, which ran for four years, ended in Tulsa, Oklahoma in 2013 when J.B. Mauney rode the bovine athlete for 95.25 points. *ESPN The Magazine* featured the champion bull in its Body Issue as the "Baddest Body in Sports," the first animal featured in the issue.

ROBSON PALERMO BECOMES FIRST THREE-TIME AND BACK-TO-BACK WORLD FINALS EVENT WINNER [2012]

In winning the 2012 World Finals event title, Brazilian Robson Palermo became the first rider to win the event in back-to-back seasons and the first to earn the title three times. Palermo also won the World Finals event in 2008 and 2011.

SILVANO ALVES BECOMES FIRST BACK-TO-BACK PBR WORLD CHAMPION [2012]

Silvano Alves won his second PBR World Championship in 2012, becoming the first rider in history to win back-to-back titles.

SILVANO ALVES BECOMES FIRST TO WIN WORLD CHAMPIONSHIP IN SEASON FOLLOWING ROOKIE OF THE YEAR TITLE WIN [2011]

In 2011, Silvano Alves became the first rider to win the PBR World Championship (2011) immediately after earning Rookie of the Year honors (2010). Jess Lockwood next accomplished the feat as 2016 Rookie of the Year and 2017 World Champion. Only two other past Rookie of the Year award winners have also won a world title: Kody Lostroh (2005 Rookie of the Year and 2009 World Champion), and J.B. Mauney (2006 Rookie of the Year, 2013 and 2015 World Champion).

BUCKING BULLS ON BROADWAY [2010]

On Oct. 15, 2010 the PBR turned heads in the heart of Manhattan when the world's Top-10 bull riders competed in an outdoor arena built in Times Square, located in the heart of New York City's Manhattan borough. The first-of-its-kind event was broadcast nationally on CBS, and thousands of New Yorkers lined the streets to watch the action both in the arena and on video screens.

THE **PBR**

\$100 MILLION PAYOUT REACHED (2010)

The PBR surpassed \$100 million in prize money awarded in 2010 during the Jack Daniel's Invitational in Nashville, Tennessee. Before the PBR was formed in 1992, top-ranked bull riders might have earned \$100,000 in a season; no rider had ever earned \$1 million during his career. Today, 34 PBR bull riders have earned over \$1 million in the sport.

LUKE SNYDER BREAKS CONSECUTIVE EVENTS RECORD (2010)

Luke "Titanium Tough" Snyder competed in 275 consecutive events, a streak that began when he debuted in 2001, and ended in 2010.

J.B. MAUNEY BECOMES FIRST TO CONQUER EVERY BULL AT WORLD FINALS (2009 & 2013)

J.B. Mauney became the first rider in history to stay on all eight bulls at the PBR World Finals in 2009 en route to winning the World Finals event title. He repeated the feat in 2013 in winning his second event title and PBR World Championship. Only three other riders have accomplished this: Silvano Alves (2014), Ryan Dirteater (2016), and Jose Vitor Leme (2017).

JUSTIN MCBRIDE SETS EVENT WINS AND EARNINGS RECORD (2007)

In 2007, Justin McBride won a record eight elite series events and set a single-season earnings record with \$1,835,321.00. McBride also won his second PBR World Championship that year.

ADRIANO MORAES BECOMES FIRST THREE-TIME PBR WORLD CHAMPION (2006)

In 2006, Brazilian Adriano Moraes reached a pair of milestones, becoming the first three-time PBR World Champion in history along with the then-career earnings leader with \$3,504,344.00. Only one other rider, fellow Brazilian Silvano Alves, has won three world titles (2011, 2012 & 2014).

MIKE LEE DOUBLES UP TO WIN PBR WORLD FINALS EVENT TITLE AND PBR WORLD CHAMPIONSHIP (2004)

In 2004, Mike Lee became the first rider to win the PBR World Finals event and become the PBR World Champion in the same year. Lee temporarily set the record for money earned at a World Finals event with \$313,300, and the record for money earned in a single season with \$1,453,326, including the \$1 million dollar bonus.

CHRIS SHIVERS WINS FIRST \$1 MILLION DOLLAR BONUS FOR BEING A WORLD CHAMPION (2003)

Chris Shivers captured the 2003 PBR World Championship on Nov. 9, 2003 and became the first rider in PBR history to win the million-dollar bonus. Shivers is ranked fifth all-time in money earned during his career with \$3,923,994.

J.W. HART SETS CONSECUTIVE EVENTS RECORD (2003)

J.W. Hart, the "Ironman," competed in a record 197 consecutive events, beginning with his first event in 1994 and continuing until 2003.

THE **PBR**

AN EPIC NIGHT OF BULL RIDING (1999)

Friday night of World Finals in 1999 at Thomas & Mack Arena was one to see: 11 riders put up scores of 90-points or higher, with five going for 94 or more, including Terry Don West and Chris Shivers riding for 96 points. Ty Murray rode Red Wolf for 95.5 points and took the World Finals event title.

ADRIANO MORAES BECOMES FIRST PBR WORLD CHAMPION (1994)

In winning PBR's first world title, Adriano Moraes put Brazil on the map for professional bull riding. His emergence solidified PBR as a viable international sport and he is forever immortalized on a statue riding Little Yellow Jacket at PBR's world headquarters in Pueblo, Colorado.

THE ELITE 500 CLUB

In the history of the PBR's elite series, only two riders have become members of the 500-ride club. Guilherme Marchi joined the club on March 9, 2014 in Phoenix, Arizona while Mike Lee joined April 16, 2016 in Billings, Montana. Two-time World Champion J.B. Mauney is poised to join the elite list in 2018, currently with 499 qualified rides during his career.

TOP COWBOY AT THE WORLD FINALS...AND IN THE WORLD

Four riders in PBR history have won both the World Championship and the World Finals Event title in the same year: Mike Lee (2004), Renato Nunes (2010), J.B. Mauney (2013) and Silvano Alves (2014).

THE PBR GLOBAL CUP

In 2017, the PBR launched the Global Cup, a five-nation, international showdown with cowboys competing for the very dirt they ride on, record purses and bragging rights as the Toughest Nation on Dirt.

In a rarely seen team-formatted event, the Global Cup pits Australia, Brazil, Canada, Mexico and the United States against one another, with the qualified riders competing across two days for national pride in place of individual glory.

Also unique to the Global Cup is the role of a Team Coach. In the months leading up to the event those riders qualified for their national teams vote to determine which PBR legend would serve in the position. The coaches have the responsibility of completing their team's roster, and are further tasked with assigning each rider their bull for every out.

At each event, the format is simple. On both nights, each rider from the five nations will get on one bull, with a bonus round to follow. In the bonus round the Team Coach nominates two riders to attempt one more bull, which they also assign.

The winning nation is the country with the highest aggregate score from their highest-marked 14 qualified rides.

While the purse varies nation-to-nation, one prize remains consistent – the host nation's dirt encapsulated inside their horn of the Global Cup Trophy.

Despite the team focus, one rider will also win the individual aggregate and monetary bonus.

Set to annually visit each of the five participating nations, Rogers Place in Edmonton, Alberta played host to the inaugural event on Nov. 9-11, 2017.

As part of the ground rules, each host nation enjoys a "home field advantage," with Team Canada competing with a 14-rider roster at the inaugural event, double that of the 7-rider contingent that represented the visiting nations.

On the first day of the Canadian event, Team Canada finalized its roster via the Monster Energy Team Canada Qualifier, while the other nations watched from the stands, their rosters already solidified. At the event, five riders advanced via their performance at the two-round event, while coach Aaron Roy filled the remaining slots with his coach's picks.

While Team Canada defended their home soil on the first night of the Global Cup, leading the event with a one bull advantage, Team USA made a come-from-behind push to claim the inaugural event win. American rider Stormy Wing was named the individual aggregate winner after going 3-for-4.

The event will next travel to Sydney, Australia and Quodos Bank Arena on June 9-10, 2018, with additional dates to be announced.

Below are each nation's riders and coach from the inaugural Global Cup:

FIRST: TEAM USA

Coach: Justin McBride

Riders: Cooper Davis, Brennon Eldred, Derek Kolbaba, Cole Melancon, Cody Nance, Cody Teel and Stormy Wing

SECOND: TEAM BRAZIL

Coach: Robson Palermo

Riders: Silvano Alves, Eduardo Aparecido, Rubens Barbosa, Jose Vitor Leme, Guilherme Marchi, Kaique Pacheco, Fabiano Vieira and Joao Ricardo Vieira

THIRD: TEAM CANADA

Coach: Aaron Roy

Riders: Logan Biever, Dakota Buttar, Tanner Byrne, Cody Coverchuk, Jake Gardner, Dayton Johnston, Zane Lambert, Wyatt Laughlin, Justin Lloyd, Ty Patten, Brock Radford, Coy Robbins, Jackson Scott, Lonnie West and Cole Young

FOURTH: TEAM AUSTRALIA

Coach: Adriano Moraes

Riders: Nathan Burtenshaw, Roy Dunn, Aaron Kleier, Cliff Richardson, Lachlan Richardson, Sonny Schafferius, Kurt Shephard and Troy Wilkinson

FIFTH: TEAM MEXICO

Coach: Michael Gaffney

Riders: Alejandro Gamboa Calvo, Juan Carlos Contreras, Edgar Durazo, Francisco Morales, Jhonatan Santillan, Rosendo Ramirez, Alfonso Orozco and Ricardo Orozco

THE PBR 2018 TELEVISION SCHEDULE

DATE	EVENT	TIME [ET]	NETWORK
1/6	New York City, New York	12:00PM	CBS SPORTS
1/6	New York City, New York	10:00PM	CBS Sports Network
1/7	New York City, New York	8:00PM	CBS Sports Network
1/13	Chicago, Illinois	8:00PM	CBS Sports Network
1/14	Chicago, Illinois	8:00PM	CBS Sports Network
1/20	Oklahoma City, Oklahoma	10:00PM	CBS Sports Network
1/21	Oklahoma City, Oklahoma	8:00PM	CBS Sports Network
1/28	Sacramento, California	12:00PM	CBS SPORTS
1/28	Sacramento, California	8:00PM	CBS Sports Network
2/3	Anaheim, California	10:00PM	CBS Sports Network
2/4	Anaheim, California	12:00PM	CBS SPORTS
2/10	Kansas City, Missouri	10:00PM	CBS Sports Network
2/11	Kansas City, Missouri	8:00PM	CBS Sports Network
2/18	St. Louis, Missouri	8:00PM	CBS Sports Network
2/24	Arlington, Texas	10:00PM	CBS Sports Network
2/25	Arlington, Texas	12:00PM	CBS SPORTS
3/4	Little Rock, Arkansas	8:00PM	CBS Sports Network
3/11	Duluth, Georgia	5:30PM	CBS Sports Network
3/18	Albuquerque, New Mexico	4:00PM	CBS Sports Network
3/24	Glendale, Arizona	2:00PM	CBS SPORTS
3/25	Glendale, Arizona	5:00PM	CBS SPORTS
4/8	Sioux Falls, South Dakota	4:00PM	CBS Sports Network
4/15	Tacoma, Washington	2:00PM	CBS SPORTS
4/15	Tacoma, Washington	5:00PM	CBS Sports Network
4/22	Billings, Montana	2:00PM	CBS SPORTS
4/22	Billings, Montana	4:00PM	CBS Sports Network
4/29	Columbus, Ohio	1:00PM	CBS SPORTS
4/29	Columbus, Ohio	2:00PM	CBS Sports Network
5/11	Las Vegas, Nevada	10:30PM	CBS Sports Network
8/17	Nashville, Tennessee	9:00PM	CBS Sports Network
8/18	Nashville, Tennessee	9:30PM	CBS Sports Network
8/19	Nashville, Tennessee	2:00PM	CBS SPORTS
8/26	Tulsa, Oklahoma	1:00PM	CBS SPORTS
8/26	Tulsa, Oklahoma	6:00PM	CBS Sports Network
9/9	Springfield, Missouri	6:00PM	CBS Sports Network
9/16	Atlantic City, New Jersey	6:00PM	CBS Sports Network
9/23	Greensboro, North Carolina	6:00PM	CBS Sports Network
9/30	Austin, Texas	6:00PM	CBS Sports Network
10/7	Milwaukee, Wisconsin	6:00PM	CBS Sports Network
10/14	Washington, DC	2:00PM	CBS Sports Network
10/21	Nampa, Idaho	6:00PM	CBS Sports Network
11/7	World Finals – Las Vegas, Nevada	9:30PM	CBS Sports Network
11/8	World Finals – Las Vegas, Nevada	9:30PM	CBS Sports Network
11/9	World Finals – Las Vegas, Nevada	9:30PM	CBS Sports Network
11/10	World Finals – Las Vegas, Nevada	10:30PM	CBS Sports Network
11/11	World Finals – Las Vegas, Nevada	3:30PM	CBS Sports Network



*Subject to change. Please visit www.pbr.com for the most up to date television schedule.

THE **PBR** TELEVISION PRODUCTION

The premier series telecasts are produced for the PBR under a multi-year agreement with David Neal Productions, a Los Angeles-based production company led by 35-time Emmy Award winner and Peabody Award winner David Neal, who also serves as Executive Producer. Beginning in 2011 when the PBR brought television production in house, Neal has put his indelible stamp on PBR broadcasts with an emphasis on bringing the stories of both the riders and the bulls to life. Neal has introduced numerous coverage improvements including enhanced pictures and sound, all leading to three consecutive years of double digit percentage increases in viewership for the PBR.

Neal created his company, David Neal Productions, in the summer of 2010, bringing his storied reputation as one of sports television's leading producers and executives to Los Angeles with a focus on live events and non-fiction programming. One of the most prolific and accomplished sports producers of his generation, Neal also serves as Executive Producer of FIFA WORLD CUP and Vice President, Production for FOX Sports.

Neal spent more than 30 years at NBC Sports where he produced nine Olympics, four NBA Finals, two World Series and a Super Bowl pregame show. In addition to 33 Sports Emmys and two Primetime Emmys, Neal's innovative and creative vision was recognized with a Peabody Award for NBC's coverage of the 2008 Olympic Games Opening Ceremony in Beijing.

Following his 30-year career with NBC Sports, Neal formed David Neal Productions in 2010, producing more than 250 hours of television for varied clients including Univision, NBC, CBS and Velocity.

Neal graduated from the University of Southern California in 1978 with a degree in Broadcast Journalism. His father – the late Roy Neal -- was a much-honored and respected NBC News correspondent, producer and executive from 1948-'86. Neal was raised in Woodland Hills, Calif. and resides in Los Angeles with his wife, Jen.

Nine-time Emmy Award winner Carlos DeMolina returns for his eighth season as coordinating producer for premier series events. A 29-year veteran of the television industry, DeMolina spent 16 years with NBC Sports, working seven Olympics. In addition to five Emmy Awards for his work on the Olympics, DeMolina won two Emmy Awards for NBA coverage and also won for his work with NASCAR and the World Track and Field Championships. He has worked five Stanley Cup Finals, three Super Bowls, three World Series, and six NBA Finals. Most recently, DeMolina worked on the 2015 FIFA Women's World Cup and the 2016 Copa America on FOX. Aside from his work with PBR, DeMolina currently serves as a Producer on Showtime's "Inside The NFL," College Hockey on CBS Sports Network, and MLS Soccer.

Rounding out the production team is creative director Cory Kelley. The Emmy® Award nominated story teller is the owner of ChromaZone Productions Inc., a leader in sports and entertainment postproduction, located in Nashville, Tenn.

THE **PBR** THE PBR ON TELEVISION

The PBR ranks among the most prolific sports on television.

In 2013 the PBR developed a relationship with CBS Sports and CBS Sports Network. In 2014 the agreement was extended, making CBS Sports and CBS Sports Network the primary television partners of the PBR for several years.

CBS Sports Network and CBS began broadcasting PBR premier series events in 2012 as part of a split package with NBC and NBC Sports Network. Despite having fewer broadcasts, the PBR saw an increase of more than 20 percent in the total number of viewers in 2012 as compared to 2011. The growth was fueled by a strong commitment from CBS Sports Network, as well as an increased number of CBS broadcasts that received strong ratings.

In 2017, CBS Sports Network televised 26 event dates during the regular season, as

well as all five rounds of the World Finals, while CBS broadcasted 14 special events/ rounds of competition.

In 2018 there will be more than 400 hours of coverage of the PBR's premier series, including nearly 100 hours of live coverage on CBS Sports Network. There will be a total of 50 events broadcast on CBS and CBS Sports Network with supplemental online broadcasts.

CBS Sports Network will televise 27 events, while CBS will televise 14 events, including bull riding action from the PBR Majors in New York City, Arlington, Texas, Las Vegas, and Nashville, Tennessee.

CBS coverage also will include the popular PBR 15/15 Bucking Battles, featuring the Top 15 riders in the world competing against the Top 15 bulls.



THE **PBR** TELEVISION BROADCASTERS



CRAIG HUMMER - Returning for his 13th season as the play-by-play broadcaster is Craig Hummer. Emmy-nominated, Hummer brings 20 years of experience, covering more than 50 different sports for network, cable and syndicated shows worldwide. Hummer was a member of the broadcast team for every Olympics from 2004- 2012, and has done play-by-play coverage for sports as varied as fencing to figure skating. He also hosted pre-Olympic shows for Universal Sports for the 2012 London Games and 2014 Winter Olympics in Sochi. From 2004-2012, he either hosted or reported at the Tour de France for OLN, VERSUS, NBC Sports Network, or CBS Sports.



JUSTIN MCBRIDE - Two-time PBR World Champion Justin McBride has worked as a color commentator for the past nine seasons. He won \$5.1 million during his PBR career, which is the fourth most earned by any western athlete in history. McBride was inducted into the PBR Ring of Honor in 2008, and holds the PBR record for event wins in a season with eight in 2007.



TY MURRAY - Nine-time World Champion and PBR Co-Founder Ty Murray has worked on PBR broadcasts since 2007. He was inducted into the PBR Ring of Honor in 2002 and three times was runner-up for the PBR World Championship. Murray, who was inducted into the Pro Rodeo Hall of Fame in 2000, won seven PRCA World Champion all-around titles and two PRCA World Champion bull riding titles. He was a member of the PBR Board of Directors from 1992 to 2015.

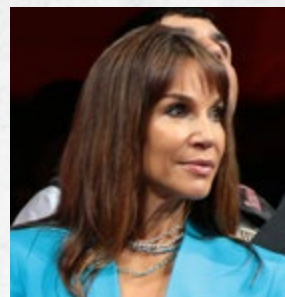


J.W. HART - J.W. Hart was inducted into the PBR Ring of Honor in 2008 when he also began commenting on PBR TV broadcasts. He won the World Finals Event in 2002 and was the Rookie of the Year in 1995. He was nicknamed "Iron Man" after competing in a record 197 consecutive PBR events (a record since broken by Luke Snyder) from 1994-2003. He earned more than \$1.3 million during his career.

THE **PBR**



KATE HARRISON - A southern California native, Kate Harrison, one of PBR's sideline reporters, grew up on movie sets and in the rodeo arena. She started competing in rodeos at the age of seven and was a three-time qualifier at the National High School Finals Rodeo. At the same time, she started riding horses for westerns like 'Magnificent Seven' which led to a young career in the stunt business doing everything from fight scenes to car chases and high falls. Her passion for extreme sports and storytelling led the stunt girl to the University of Southern California where she studied broadcast journalism. Since, Kate has covered collegiate sports, country music and rodeo for Pac-12 Network, ESPN LA 710, RFD-TV, PBR and Radio Disney Country.



LEAH GARCIA - Leah Garcia has been the behind the- chutes sideline reporter for the PBR since 2004. Raised on a ranch in Northern California, Leah competed on the rodeo circuit during her junior, high school, and collegiate years. Leah won several all-around and event titles and twice qualified for the College National Finals Rodeo. She began working in television in 1998 and has covered extreme sports, rodeo, and bull riding.



SHORTY GORHAM - Beginning in 2011, bullfighter Shorty Gorham has been an on-air commentator for all PBR broadcasts, a truly unique role for an active participant in a professional sport. He joined the PBR in 2006, and has been voted to work the World Finals each of the last 12 years. Gorham instructed contestants on the NBC television show "America's Toughest Jobs" in 2008, and in 2009 and 2010 he hosted VERSUS' "Best of the West." In 2016 he initiated a movement that resulted in all the bull riders and bull fighters on the premier series signing a pledge to always respectfully stand during the singing of the national anthem at PBR events.



THE **PBR**

PBR LICENSING

The PBR brand and associated intellectual properties are some of the most sought-after licensed properties in the world. The PBR actively licenses its official trademarks, bulls, riders and other intellectual property for the development of consumer goods customized with the PBR enthusiast in mind. PBR's licensing program boasts over 30 official PBR licensees with consumer products in various categories, including toys, apparel, accessories, home goods, novelties and more. The PBR has developed an extensive array of exclusive merchandise that can be purchased either online, at events or retailers nationwide. Driven by the growth of the PBR brand and extensive national television coverage, the PBR branded products sell from coast-to-coast across all avenues of distribution.

Along with the PBR marks and logos, the PBR has also secured the licensing representation rights for the best bull riders and bulls in the world, allowing licensees one-stop shopping for all the assets necessary to produce and market successful PBR branded products. As the demand for PBR branded products grows, PBR continues to create and support key initiatives at the retail level to drive traffic in every market. Always a fan favorite, rider autograph signings have proven to be extremely successful at the retail level. With the addition of international PBR offices, licensing opportunities have expanded into Australia, Brazil, Canada and Mexico. PBR is actively licensing its trademarks, logos and other intellectual properties in each of these countries. In response to the demand for PBR branded products, the PBR will continue to supply top-quality products to the greatest fans in the world.



THE PBR

CELEBRATE AMERICA

Love and respect for our country and those who fight for our freedoms and our communities has always been part of the DNA of PBR.

In 2017, the PBR unveiled Celebrate America to honor local heroes, inspire our youth and unite our communities.

One year later, during the PBR's 25th Anniversary Tour, the league continues to honor brave and selfless American heroes. The PBR has moved to "Step Forward" in its 2018 Celebrate America campaign – intending to affect change by contributing to local communities while remembering those who have sacrificed for our nation.

In 2018, Celebrate America will expand its local community focus through youth advocacy. The initiative will also celebrate our fallen heroes who made the ultimate sacrifice for our country by honoring their Gold Star Families. Expanded activities include:

- As the fallen are recognized at events and in story-telling, selected Gold Star Families will experience PBR events at no cost. PBR will continue to host veterans, active duty military, first responders and other local heroes at PBR events through ticket donations and discounts.
- The PBR and its athletes will continue to proudly honor our national anthem, making it a memorable highlight of every PBR event, surrounded with other patriotic themes and the recognition of Gold Star Families.
- Former combat veteran, two-time Gold Star recipient and official patriotic voice of the PBR, Ryan Weaver, will perform at select events during the season, sharing his story of sacrifice, loss, and love of country.
- PBR will execute its mission of change to be inclusive, inviting, and inspiring by hosting deserving and interested youth at select events, highlighting cowboy values and seeking to educate and motivate youth by meeting bull riders, bull fighters, stock contractors and leaders in the sport.
- PBR will conduct informative and inspirational youth mini-camps and seminars in select markets.

THE PBR

RIDER RELIEF FUND – WWW.RIDERRELIEF.COM

The goal is the buckle and a check, but both can vanish in less than 8 seconds.

In November 1998, the Rider Relief Fund was founded following Jerome Davis' accident while dismounting Jerry Nelson's bull, Knock 'em Out John. The injury Davis sustained ended his career as a bull rider. The outpouring of care and concern from friends, fans, sponsors, participants in and around the sport of bull riding, and members of the PBR Board of Directors resulted in the establishment of the Rider Relief Fund, a non-profit, 501(c)(3), organization.

Today, the Rider Relief Fund continues its mission ... providing financial assistance to the human athletes injured in the sport of bull riding. The Rider Relief Fund supports athletes — bull riders and bullfighters — at all levels of competition.

When one of bull riding's best and a fan favorite was knocked from competition, the Rider Relief Fund was there and didn't let the injury end his association with the sport he loves. Jerome and his wife Tiffany are not only top-notch stock contractors in North Carolina, they also help many young bull riders through their ranching operations and bull riding schools and events. Jerome and Tiffany continue to give back to the sport.

Those interested in making a tax-deductible donation to or receiving more information about the Rider Relief Fund please contact:

Aubrey O'Quin, Fund Operations Manager
at Rider Relief Fund, 101 W. Riverwalk, Pueblo, CO 81003
Phone: (719) 242 2900
Contributions also can be made at RiderRelief.com



When 8 seconds is your life, we are your lifeline.

PBR ENTERTAINER

FLINT RASMUSSEN

As the official entertainer of the PBR since 1998, Flint Rasmussen's job is to keep the crowd engaged during lulls in the action and commercial breaks.

He does it through a combination of athletic talent and a natural flair for entertainment. Rasmussen captivates fans, young and old, every night with his quick wit, comical stunts and dance moves.

"As a kid, I would dream about entertaining people," says Rasmussen. "I'd take a tennis racket and turn on some music and play it like a guitar."

Rasmussen was an all-state football player and track star in high school, all the while a member of the band and choir.

He earned his bachelor's degree in education from Western Montana College and was a high school math and history teacher before stepping into the barrel.

Before beginning his exclusive association with the PBR, Rasmussen was the Wrangler National Finals Rodeo barrel man and Professional Rodeo Cowboys Association Rodeo Clown of the Year eight times. He was selected to work the Canadian National Finals Rodeo four times and the National Circuit Finals three times.

When not traveling with the PBR, Rasmussen lives in Choteau, Mont., with his daughters, Shelby Rae and Paige. Rasmussen regularly participates in community activities, including speaking at area schools.

"Most people don't get to do what they dreamed of doing as a child," says Rasmussen. "I feel pretty lucky that I grew up to live my dream. This kind of work actually doesn't feel like working at all."

VOICES OF THE PBR

CLINT ADKINS, BRANDON BATES & MATT WEST

Fans of the PBR never miss a minute of the action thanks to veteran announcers Clint Adkins, Brandon Bates, and Matt West. In addition to announcing the riders and bulls along with the ride scores, the trio also provides interesting facts and anecdotes to fans in the arena and watching online.

Adkins, who was a bareback rider until the mid-1990's, has announced PBR events since the late 90s and moved up to the premier series in 2006. The accomplished bass angler and his wife, Jodi, live near Huntsville, Texas, with their daughters, Riley and Emily.

Bates announced his first PBR event in 2001 and his first PBR World Finals in 2003. The native of Zachary, La., began announcing when he was 17 and has done a great deal of radio and television work. He is host and executive producer of Rocky Mountain Elk Foundation's television show

"Team Elk," which was formerly "The Elk Chronicles," on the Outdoor Channel. He lives in Oakley, Utah, with his wife, Ashly, and their daughters, Zeyda and Beckham.

Prior to expanding his career to the premier series, West announced the PBR's Velocity Tour in 2014 and 2015 as well as Touring Pro Division events across the country. He has also worked PBR events in Australia and Canada. The Oklahoma-native announced the first Velocity Tour Finals in Kentucky in 2015 before announcing at the PBR World Finals in 2016. He also announces rodeos and has expanded into non-rodeo events, as well as doing work as a commercial voice talent and on television.



PBR BULLFIGHTERS

As if facing a rampaging 1,800-pound animal for 8 seconds isn't daunting enough, how about doing it for more than six hours a weekend and being responsible for the safety of the world's top bull riders? That is just another day at the office for the PBR's bullfighters: Shorty Gorham of Cotulla, Texas; Frank Newsom of Paoli, Okla.; Jesse Byrne of Okotoks, Alberta; and Cody Webster of Wayne, Okla. Known as "The Secret Service of the PBR," these athletes have a unique role in professional sports, regularly placing their bodies in front of heads, horns, and hooves to protect the bull riders.

PBR'S BULLFIGHTERS' UNIFORMS

The bullfighter's uniform has changed over the years. Oversized clothing, which lent itself to a by-gone "clown" role, has evolved into a jersey and shorts.

The PBR's bullfighters' loose-fitting uniform allows maximum movement. The size and fit also serve another purpose - making the bullfighter a bigger target. As Frank Newsom says, "the bull might think he's got you, when he's just got your shorts."

The vest worn by bullfighters is different than the one worn by bull riders. It is worn underneath the jersey and features a hard plastic outer shell on the front and back. The vest also has breakaway construction in the event the bullfighter is hooked. Underneath the shorts, the bullfighters wear a padded girdle that has both foam and plastic padding.



PBR BULLFIGHTERS

SHORTY GORHAM

Shorty Gorham joined the PBR as a bullfighter in 2006, and has been voted by the riders to work the PBR World Finals each of the last 12 years. The 5-10, 175-pound Gorham began fighting bulls when he was 14 years old. He is in his 19th season as a professional, and, in addition to his role with the PBR, has worked the National Finals Rodeo (NFR) twice. During his career, Gorham has shown the sports world what it entails to be a bullfighter through his numerous television roles. In 2008, Gorham instructed contestants on the NBC television show "America's Toughest Jobs." He has also taught 12-time Pro Bowl linebacker Junior Seau on VERSUS' "Sports Jobs with Junior Seau" in 2009, and was the host of VERSUS' "Best of the West," in 2009 and 2010. Gorham also occupies a unique role in the PBR's CBS Sports and CBS Sports Network broadcasts, commentating in real-time from the arena floor. Recently Gorham gained attention when he created a pledge for all of the premier series riders and fellow bullfighters to sign, stating they would always stand for the National Anthem, in all countries where the PBR competes. Known for his fierce patriotism, Shorty is a frequent participant in the league's Celebrate America initiatives. Raised in San Juan Capistrano, Calif., Gorham now lives in Cotulla, Texas, with his wife, Amanda, and their children, Tanner and London.

FRANK NEWSOM

Frank Newsom is in his 19th season as one of the PBR's bullfighters. Known as "The Fearless One," Newsom has been voted by the riders to work the World Finals each of the last 13 years and 15 times overall. The 5-9, 206-pound Newsom began his career when he was 17 years old, and is in his 25th year of fighting bulls. In addition to his role with the PBR, Newsom was chosen to work the NFR in 1997 and 1998. Alongside Gorham, Newsom also helped instruct contestants on the NBC television show "America's Toughest Jobs" in 2008. Newsom and his wife, Dea, live in Paoli, Okla., with their children, Hunter, Kadence and Regyn.

JESSE BYRNE

Jesse Byrne joined the PBR as a bullfighter in 2008. He became the first Canadian chosen by the riders to work the World Finals when he was selected as an alternate in 2008. The 5-11, 145-pound Byrne, known for his highlight reel, high-flying acrobatics, has worked the World Finals every year since. Byrne hails from Prince Albert, Saskatchewan, but now lives in Okotoks, Alberta. He was selected to work the PBR Canada Finals nine years in a row. He rode bulls in junior events, but at the age of 16 decided that he would prefer to be a bullfighter. His father, Ryan, is the only Canadian bullfighter selected to work the NFR, earning the honor in 1986. His brother, Tanner, is one of the PBR's premier series' riders.

CODY WEBSTER

Cody Webster earned his first opportunity to work the World Finals in 2014. The 24-year-old has been a prodigy of Frank Newsom's since he was 11 years old. Webster was also selected to work his first NFR in December 2014. He will continue to get more chances to work premier series events in 2018 as he will be the fourth bullfighter. He currently lives in Wayne, Oklahoma with his wife Ashley.

PBR CUP

The PBR Cup is a traveling monument to the best riders in the world.

Each year a gold buckle is added, inscribed with the name of the new PBR World Champion, immortalizing the winner forever.

Crafted from silver, gold and precious stones and perched atop a solid marble base, the PBR Cup is valued at more than \$250,000.



PBR BELT BUCKLE

Since western riding sports began, the "trophy" of choice has been the belt buckle.

It is the ultimate symbol of achievement and is worn with pride by those athletes talented enough to earn it.

On the PBR's premier series, buckles are awarded to each regular-season event winner, each PBR World Finals round winner, PBR Stock Contractor of the Year, PBR Rookie of the Year, PBR World Finals event winner and PBR World Champion.

The custom buckle for each premier series event is created by Montana Silversmiths, the Official Buckle Partner of the PBR.

Regular-season event buckles are valued at a minimum of \$1,000, with the buckle awarded to the PBR World Champion valued at more than \$20,000.



PBR SPORTS MEDICINE TEAM

DR. TANDY FREEMAN

Dr. Tandy Freeman has been the official on-site doctor for the PBR since 1995. Freeman, a native Texan, earned his medical degree from the University of Texas Southwestern Medical School after receiving a bachelor's in biology from Baylor University. Following internship and residency training in general and orthopedic surgery in Utah and Texas, he completed a fellowship in sports medicine in Alabama and went into practice in Dallas. There he worked with the founder of the PRCA's sports medicine program, Dr. J. Pat Evans, to whom he attributes his involvement with PBR. Dr. Freeman would eventually serve as Medical Director of the PRCA's Justin Sports Medicine Team.

In addition to caring for bull riders, Freeman has served in various roles for a number of amateur and professional teams, including Head Team Physician for the Dallas Mavericks (National Basketball Association, 1996-2001) as well as maintaining a sports medicine practice devoted to treating the injuries of all types of athletes. Named as one of *Texas Monthly's* Super Doctors from 2008-2016, Freeman has received numerous honors, including the Texas Circuit Professional Rodeo Cowboys Association Man of the Year in 2004; the Texas Rodeo Cowboy Hall of Fame Western Heritage Award Inductee in 2008; Resistol Rodeo Man of the Year in 2010; the Lane Frost Award in 2012; induction into the Texas Cowboy Hall of Fame in 2013; and, most recently, the PBR's Jim Shoulders Lifetime Achievement Award in 2016.

PBR SPORTS MEDICINE TEAM



SPORTS MEDICINE TEAM

Veteran athletic trainer Rich Blyn leads the PBR's Sports Medicine Team. Blyn, Jeff Bray, Tony Marek, Dave Edwards, and a national network of trainers are on site to ensure that PBR riders receive the best possible care before, during and after every premier series event. Blyn, a 24-year PBR veteran who has been with the sport since its second year, became a Certified Athletic Trainer in 1989, and has since worked at the high school, college and professional levels, including as a member of the sports medicine team for the PRCA. He and his wife, Liane, moved to Boone, North Carolina, in December 2016 where she is the head strength coach for Olympic sports at Appalachian State University. Blyn was awarded his bachelor's degree in exercise science from California State University, Dominguez Hills, and his master's degree in sports medicine from the University of Nevada, Reno.

THE PBR IS THRILLED TO INTRODUCE YOU TO THE TOUGHEST SPORT ON DIRT - BULL RIDING. THERE IS NOTHING ORDINARY ABOUT THE PBR OR ITS ATHLETES. SO, HANG ON TIGHT...AT LEAST FOR 8 SECONDS!

RIDE SCORE

Each ride is worth up to 100 points: 50 points for the bull and 50 points for the rider if he successfully rides the bull for 8 seconds. Four judges award up to 25 points each to the rider and the bull. All four of the judges' scores are combined and then divided by two for the official score.

Half of the 100 points possible is based on the performance of the bull and how difficult he is to ride. Judges look for bulls with speed, power, and drop in the front end; kick in the back end, direction changes and body rolls. A body roll occurs when a bull is in the air and kicks either his hind hooves or all four hooves to the side. The more of these characteristics a bull displays during a ride, the higher the degree of difficulty. Judges are allowed to award a cowboy a "re-ride" if they feel the bull did not perform at the level of other bulls in the competition and did not give the rider a fair chance to earn a high score.

The other 50 points is based on how adept the rider is. Judges look for constant control and good body position throughout the ride. Spurring the bull is not required, but extra style points are awarded for doing so. (The spurs are dull and do not hurt the bull whose hide is seven times as thick as human skin.)

The rider must stay aboard the bull for 8 seconds to receive a score. The clock begins when the bull's shoulder or hip crosses the plane of the bucking chute and stops when the bull rider's hand comes out of the rope or he touches the ground. The bull rider must ride with one hand and is disqualified if he touches himself or the bull with his free arm during the 8-second ride.

Rides of 90 points or higher are considered outstanding. The highest score in PBR history is 96.5 points, shared by three riders. Bubba Dunn initially set the record on Promise Land in Tampa, Fla., in 1999. Chris Shivers tied the mark on Jim Jam in Tampa in 2000 and on Dillinger at the PBR World Finals in 2001. The last rider to tie the record was Michael Gaffney in Nampa, Idaho, in 2004.

JUDGES

Each premier series event has four judges who each have 50 points (25 points for the bull and 25 points for the rider) to distribute on each out. The scores from each of the four judges are added together then divided by two to determine the rider's total score. Judges are hired by PBR administration using strict and extensive qualifications.

PREMIER SERIES SCORING FORMAT

The PBR World Champion is the best – the winningest – bull rider of the season who accumulates the most world points during the regular season and World Finals.

Prior to 2015, the PBR points system was based on ensuring that the most consistent rider was rewarded by becoming the PBR World Champion. It has, however, always been the intent of the PBR's founders for the bull rider who consistently wins the most events to ultimately be the World Champion. In the 2015 PBR season, the league restructured its points system. The new points system rewards bull riders who perform at the highest level of the sport both within individual events and throughout the season on all of the PBR's tours – the premier series and their 15/15 Bucking Battles, Real Time Pain Relief Velocity Tour, Touring Pro Division and international tours in Australia, Brazil, Canada and Mexico.

While the ride scores determine placement in each round and in the event aggregate, to determine both event and world standings, they are no longer included in the PBR world standings points totals.

The points system was adjusted again for the 2016 season, awarding round points to the first through seventh place finishers.

The current points systems for regular-season and Major events are denoted below.

PREMIER SERIES EVENTS REGULAR SEASON (POINTS SYSTEM 2016 AND BEYOND)				
FINISH [BASED ON RIDE SCORE/TOTAL]	ROUND POINTS	2-DAY AVERAGE POINTS	3-DAY AVERAGE POINTS	15/15
First	100	400	500	150
Second	60	240	240	90
Third	50	180	180	75
Fourth	40	105	105	60
Fifth	30	65	65	45
Sixth	15	45	45	25
Seventh	5	20	20	10
Eighth		15	15	
Ninth		10	10	
Tenth		10	10	
Eleventh		5	5	
Twelfth		5	5	
Thirteenth		5	5	
Fourteenth		5	5	
Fifteenth		5	5	

PBR MAJOR EVENTS (POINTS SYSTEM 2016 AND BEYOND)								
	NEW YORK		ARLINGTON - IC		LAS VEGAS - LCS		NASHVILLE	
Place	Round	Average	Round	Average	Round	Average	Round	Average
First	125	625	125	625	125	625	125	625
Second	75	300	75	100	75	100	105	300
Third	60	220	60	75	60	75	60	220
Fourth	50	130	50	50	50	50	50	
Fifth	40	80	40	25	40	25		
Sixth	20	55	20	15	20	15		
Seventh	10	20	10	10	10	10		
Eighth		10		5		5		
Ninth		10		5		5		
Tenth		5		5		5		
Eleventh		5		5		5		
Twelfth		5		5		5		
Thirteenth		5		5		5		
Fourteenth		5		5		5		

PBR BULL RIDING BASICS

WORLD FINALS SCORING FORMAT

The PBR World Finals points system was modified in 2004 to ensure that the PBR World Champion was not determined prior to the World Finals. It gave virtually all of the riders in the Top 10 at least a mathematical chance of becoming the PBR World Champion.

A new points system was instituted in 2015 which not only makes the race for the world title more competitive, but also places increased emphasis on the most important achievement in sports – winning.

Below are the new and old points systems for comparison:

POINTS SYSTEM AS OF 2015 WORLD FINALS		
FINISH	WORLD FINALS ROUND POINTS	AVG. POINTS
First	200	1,000
Second	120	600
Third	100	450
Fourth	80	260
Fifth	60	160
Sixth	10	110
Seventh	10	65
Eighth	10	30
Ninth	10	15
Tenth	10	10
Eleventh	10	10
Twelfth	10	10

POINTS SYSTEM FROM 2004-2014 WORLD FINALS		
FINISH	WORLD FINALS ROUND POINTS	AVG. POINTS
First	400	2,500
Second	350	2,250
Third	300	2,000
Fourth	250	1,750
Fifth	200	1,500
Sixth	150	1,250
Seventh	100	1,000
Eighth	50	750
Ninth	25	500
Tenth	15	250
Eleventh	10	
Twelfth	10	

WORLD FINALS QUALIFICATION

Riders qualify for the PBR World Finals based on world points earned during the season on all of the PBR's tours: premier series, Real Time Pain Relief Velocity Tour, Touring Pro Division, and PBR international tours in Australia, Brazil, Canada and Mexico.

The Top 35 ranked men, based on the PBR world standings, will compete at the PBR World Finals. The PBR's Real Time Pain Relief Velocity Tour Champion, the Top 3 highest-ranked finishers at the Real Time Pain Relief Velocity Tour Finals and the highest finishing international qualifier at the Real Time Pain Relief Velocity Tour Finals will also have an opportunity to compete at the PBR World Finals.

PBR BULL RIDING BASICS

REAL TIME PAIN RELIEF VELOCITY TOUR, TOURING PRO DIVISION AND PBR INTERNATIONAL EVENTS POINTS SYSTEMS AS OF 2015

REGULAR SEASON - AVERAGE ONLY		
FINISH	TOURING PRO DIVISION & INTERNATIONAL POINTS	REAL TIME PAIN RELIEF VELOCITY TOUR, TOURING PRO DIVISION FINALE, M.E. BRAZIL CUP AND AUSTRALIAN CUP POINTS
First	60	80
Second	30	50
Third	20	30
Fourth	15	20
Fifth	10	15
Sixth	5	10

REAL TIME PAIN RELIEF VELOCITY TOUR FINALS		
FINISH	ROUND POINTS	AVERAGE POINTS
First	80	200
Second	50	125
Third	30	75
Fourth	20	50
Fifth	15	40
Sixth	25	
Seventh	20	
Eighth	15	
Ninth	10	
Tenth	5	

PROFESSIONAL BULL RIDER'S GEAR

1. HEADGEAR - COWBOY HAT OR HELMET

Wearing a cowboy hat is primarily traditional; however, helmets with protective facemasks are being worn by more bull riders. Helmets shield the head from threatening blows, while facemasks protect both the face and jaw.

Some riders feel that the helmet and facemask restrict their vision, and others believe the added weight upsets their balance and timing. Those who wear them are grateful for the added protection.

Riders will often wear a helmet or facemask after a serious head, face or jaw injury.

Choosing a hat or helmet used to be a matter of preference. Beginning with the 2013 season, however, any competitor born on or after October 15, 1994 is required to wear a protective helmet deemed by the athlete, in his opinion as a professional bull rider, to be suitable and appropriate for use in the sport of professional bull riding. The helmet must be worn at all times while in the bucking chutes and /or while present in the immediate competition area (e.g. on the dirt) of any PBR sanctioned event. The competitor is prohibited from competing in any PBR sanctioned event without wearing such helmet.

2. PROTECTIVE VEST

Every bull rider must wear a protective vest, an invention which has dramatically reduced the number of internal injuries. Developed by PBR Director of Livestock and Co-Founder Cody Lambert, the vest absorbs shock and dissipates blows while protecting the torso from direct contact with the bull's hooves and horns.

3. GLOVE

A bull rider wears a glove on his riding hand. The leather glove, which protects both the hand and fingers, is secured around the wrist with tape to keep it from being torn from the rider's hand by the tremendous force of the bull.

4. ROSIN

Each bull rider carries a container of rosin, a sticky substance that provides extra grip. Every rider has his own preference and recipe for rosin, typically adding saddle soap or Neutrogena soap.

5. CHAPS (PRONOUNCED SHAPS)

Each pair of chaps is custom-made. They reflect a rider's personality while also displaying sponsor logos. Chaps can also provide some protection, particularly in the chute.

6. BULL ROPE

Braided from nylon or grass, the bull rope is placed around the bull's chest behind his front legs. The flat rope has a handle braided into it, constructed partially of leather, which is the bull rider's only anchor for the duration of his out. The rider runs the rope through his fingers and grips it to keep it tight around the bull.

There are two varieties of bull ropes, American and Brazilian. The Brazilian version is slightly stiffer and is pulled from the opposite side, meaning a rider using his right hand would have his rope pulled from the left side. The same rider using an American rope would have it pulled from the right side.



ADDITIONAL EQUIPMENT

PROTECTIVE CUP

While hard to believe, bull riders do not wear protective cups. Riders typically wear tight spandex girdles or bicycle shorts.

MOUTHPIECE

Bull riders wear a protective mouthpiece to help reduce the risk of damage to their teeth, resulting from the jarring action of the bull bucking and from impact with the bull or the ground.



Bull ropes typically last one season, although some riders replace them more frequently. A metal bell hangs at the bottom of the rope designed to give the rope some weight so that it will fall off the bull as soon as the rider is bucked off or dismounts the animal athlete. The bell has smooth, round edges and does not harm the bull in any way.

7. BOOTS

Bull riders wear boots with a special ridge on the heel which helps their spurs stay in place. Some riders wear a traditional pull-on boot while others prefer a lace-up boot. Some of the riders who wear pull-on boots will tie them on to prevent them from being pulled off during the ride.

8. SPURS

Spurs help the rider stay in position on a bull. The rowels are dull so they don't injure or cut the hide of the bull (which is seven times thicker than human skin). The spurring action displays the level of complete control the cowboy possesses during the ride.

PBR GLOSSARY

AMERICAN BUCKING BULL, INCORPORATED (ABBI)

Due to the popularity of the sport of professional bull riding and the celebrity of the bucking bulls themselves, the PBR developed the official bucking breed cattle registry, American Bucking Bull, Inc. (ABBI). ABBI offers valuable incentives to breeders and preserves the lineage of the top PBR bulls.

ANNOUNCER

The announcer explains the action and provides statistics on bulls, riders and stock contractors to fans attending a live event. The current PBR premier series announcers are Clint Adkins and Brandon Bates.

ARENA

The arena is the area where the bull riding takes place. The size varies by venue, but the average size of the “field” for a premier series event is 85 feet by 140 feet. The bucking chutes, panels, gates and posts that comprise the arena weigh approximately 50,000 pounds and are equal in length to six football fields (1,800 feet). The materials are transported from event to event.

ARENA DIRECTOR

The Arena Director is responsible for maintaining the flow of the event by balancing the production and competition, and, during televised events, the commercial breaks. The current premier series Arena Director is Jerome Robinson.

AVERAGE

The “average” or “aggregate” represents the total ride score of the bull riders at an event. “Winning the average” means the bull rider finished the event with the highest total ride score.

AWAY FROM HIS HAND

“Away from his hand” is a term used by bull riders to describe when a bull spins in the opposite direction of their riding hand. For example, a right-handed bull rider on a bull that spins to the left is riding a bull “away from his hand.”

BACK PENS

The back pens are located behind the arena bucking chutes. This maze of steel panels serves as the holding area for bulls before and after competition.

BANANA HORNS

A bull with downward sloping horns is said to have “banana horns.”

BELL

See bull rope.

BELT BUCKLE

See gold buckle.

BODACIOUS

One of the most famous bulls in history, the 1,900-pound Charbray Bodacious, gained notoriety for injuring some of the PBR’s most talented riders, including 1995 PBR World Champion Tuff Hedeman in the final round of the 1995 PBR World Finals. Hedeman suffered multiple fractures after his face collided with the back of Bodacious’ head. Owned by Texas stock contractor Sammy Adams, Bodacious was retired from competition in December 1995. The great bull died of natural causes in 2000 at the age of 12.

BREEDING PROGRAMS

For years, finding a good bucking bull was a frustrating matter of chance for stock contractors, since a bull will only buck if he has the innate desire and natural instinct to do so. The introduction of breeding programs has proven that genetics are the

PBR GLOSSARY

main factor in determining a bull’s desire and ability to buck, and science has made the business of owning bucking bulls one of patience, intelligence and money as opposed to luck.

BUCK OFF

If a rider is thrown from the bull before the required 8 seconds, he has bucked off and does not earn a score. If used as a noun or adjective, the term is “buckoff,” e.g., “This rider has had nine buckoffs in a row,” versus “This bull will buck off 90 percent of his riders.”

BUCKING CHUTE

See chute.

BULL

Bulls competing in the PBR come in a variety of shapes, sizes and colors. Each has a distinct personality and traits that make him unique. Bucking bulls are in their athletic prime around five or six years of age; however, many buck past the age of 10. When retired from competition, most bulls are used as sires in breeding programs.

BULL ROPE

Wrapped around the chest of the bull, directly behind the animal’s front legs, the bull rope is what the bull rider grips during the ride. The rope is never tied and is only kept in place by the rider’s closed hand. Each rope has a metal bell to provide weight and allow the rope to slide from the bull as soon as the rider releases his hand, either by design while dismounting or when bucked off.

BUSHWACKER

The three-time PBR World Champion Bull (2014, 2013, 2011) Bushwacker holds the record for longest buckoff streak in PBR history at 42 buckoffs. In 2013, J.B. Mauney successfully rode him in Tulsa, Oklahoma, during his ninth attempt for 95.25 points.

It was the first time Bushwacker had been ridden in four years. Bushwacker retired in 2014 after the 2014 PBR World Finals. He is only the second bull to ever win the title of PBR World Champion three times, and is considered the greatest bull in PBR history. In 2016 Bushwacker was awarded the PBR Brand of Honor at the World Finals.

CHANGE DIRECTIONS

“Change directions” is defined as when the bull moves in a different direction, either forward or backward, or side-to-side. Occasionally, an announcer will say a bull has “changed directions” when he changes the direction in which he is spinning.

CHUTE

Each bull ride originates from a gated steel box called a chute. The bull rider and the bull remain in their designated chute until the arena is clear and the rider has wrapped his hand into his bull rope. When the rider is ready he nods his head, signaling the gate man to open the chute gate, releasing the bull and allowing the out to begin.

CHUTE BOSS

The Chute Boss works closely with the Arena Director, helping with the flow of the event by making sure the riders are prompt in their set up and don’t spend too much time in the chute prior to riding.

COVER

If a rider covers his bull it means that he has successfully stayed aboard for 8 seconds and earned a score.

BULLFIGHTERS

The bullfighters distract the bull away from a rider who has been bucked off or who has dismounted following an 8-second ride. The bullfighters allow the rider to get back onto his feet and out of harm’s way.

PBR GLOSSARY

DINK

Sometimes a rider leaves the chute on a bull that neither bucks nor spins. This is a bad bull, called a “dink.”

DILLINGER

One of the most recognizable bulls, Dillinger, a black, white-faced bull owned by Herrington Cattle Co., became the first two-time PBR World Champion Bull, earning the honor in 2000 and 2001.

DISMOUNT

The bull ride is complete either when the bull rider has met the 8-second requirement or when he is bucked off. Bull riders who are still in control when the 8-second buzzer sounds must dismount, getting off the bull as safely as possible. A bull rider typically uses his free hand to release his riding hand, and then flings himself off as the bull is bucking, using the momentum of the kick to propel his body away from the bull. If possible, the rider will wait until the bull is moving or spinning away from his riding hand at which point he will dismount in the direction of his riding hand.

DISQUALIFIED

Bull riders will be disqualified, receiving no score, if they touch the bull or themselves with a free hand or arm during the ride, or if the riding hand comes free from the bull rope before satisfying the 8-second requirement.

DOCTOR RELEASE

In order to withdraw from a PBR event due to injury without penalty, a rider must submit written proof from a physician stating that his injury prohibits him from competing. Once a rider submits a doctor release, he is ineligible to compete in any PBR competition for 10 days.

DOWN IN THE WELL

“Down in the well,” is when a bull is

spinning in one direction and the force pulls the rider down the side of the bull and into the motion’s vortex. This dangerous scenario often results in a bull rider getting “hung up,” on the bull.

DRAFT

The PBR has implemented a draft system at premier series events whereby the riders choose the bull that they will ride during the championship round as opposed to the selection being determined by a random draw. The order of the draft is determined by the event standings, with the leader selecting first, and the choices proceeding through the 15th ranked rider.

DRAW

The list of bull riders and the bulls with which they are randomly paired is called the draw. The draw for premier series events is typically created by computer on the Wednesday prior to an event. A bull rider who says he has a “good draw” is happy with the bull selected for him to ride.

8 SECONDS

8 seconds is the amount of time a bull rider must stay aboard his bull to receive a score. “8 Seconds” is also a movie about World Champion bull rider Lane Frost, who was fatally injured at the 1989 Cheyenne Frontier Days in Wyoming. Additionally, 8 Seconds is the official souvenir program sold at premier series events and an officially licensed PBR cologne.

ENTER

Bull riders must contact the PBR and officially enter an event before they are allowed to compete.

ENTERTAINER

The entertainer, formerly referred to as the barrel man, entertains the crowd, using comical dialogue and dances, when bulls are being loaded into the chutes, during

PBR GLOSSARY

television commercial breaks, and for intermissions. In years past, the barrel man was an active protection bullfighter who specialized in using a barrel placed in the arena to protect himself and downed riders unable to reach the safety of the fence. Over time, barrel men assumed most of the comical duties of what were then called “rodeo clowns.” Today, the entertainer’s duties are exclusively performance related, though the barrel itself is still used for safety purposes. Flint Rasmussen is the PBR’s current Official Entertainer.

FADES

A bull who “fades” is moving backwards while simultaneously spinning or bucking, often in more than one direction.

FLANK MAN

The person who fits the flank strap onto the bull, and, if necessary, tightens it as the bull exits the chute is the flank man. Bulls respond in different ways to flank straps, so the flank man must know the bull’s tendencies to ensure the strap is not too tight or too loose. The flank man is often the stock contractor who owns the bull or someone who works for the contractor.

FLANK STRAP

The flank strap is soft cloth, often lined with sheep’s wool, wrapped around the flank of a bull, similar to a person’s belt. Its purpose is to enhance the bull’s natural bucking motion, encouraging the animal to extend his hind legs while trying to get the rider onto the ground. The flank strap is never placed around the bull’s genitals and does not agitate the bull. There are never sharp or foreign objects placed between the strap and the animal. If the flank strap is pulled too tight it restricts the bull’s motion. The flank strap is designed for quick release and is removed immediately after the bull exits the arena.

FOUL

If something happens during the ride that gives the bull an unfair advantage over the bull rider, it is considered a foul, and the rider is given the option of another ride. Examples of fouls include the bull making contact with the bucking chute at the beginning of the ride, or if the flank strap falls off before the ride has been completed.

FREE HAND

The free hand is the hand not used to grip the bull rope and must stay in the air throughout the ride. If the free hand makes contact with the bull or with the bull rider before 8 seconds elapse, the rider will be disqualified and will not receive a score.

FREIGHT TRAINED

If, after the rider has dismounted or is bucked off, a bull decides to run over the rider, the bullfighter or the entertainer, the cowboy has been “freight trained.”

GATE MAN

Positioned in front of the chute from which the ride is about to begin, the gate man begins the ride by pulling a rope tied to the chute gate which opens the gate on the bull rider’s cue. The gate man is responsible for quickly opening the gate as wide as possible while getting out of the way as the bull and rider exit the chute.

GLOVE

Bull riders wear a thick, soft leather glove designed to protect them from rope burns, while still letting them grip their bull rope.

GOLD BUCKLE

The PBR World Champion is presented with a custom-made gold buckle which is the ultimate symbol of achievement and valued at more than \$20,000.

PBR GLOSSARY

GLEN KEELEY AWARD

The Glen Keeley Award is presented to the Canadian bull rider who earns the most world points during the season. The award is presented in memory of Glen Keeley, a Canadian bull rider who was fatally injured on March 24, 2000, during a PBR event in Albuquerque, N.M.

HEAD HUNTER

A bull that is constantly looking for a two-legged target to hit is called a "head hunter."

HONEST BUCKER

While it is unusual, a bull that bucks the same way every time out of the chute is known as an "honest buckers."

HOOK, HOOKED, HOOKING

This occurs when a bull strikes a bull rider or a bullfighter with his horns.

HUNG UP

If a rider is unable to free his hand from his bull rope when dismounting, he is "hung up," and often requires the assistance of bullfighters to release him. Proper usage is to refer to a rider being "hung up on" a bull, though bull riders will sometimes use the term "hung up to" a bull.

INTO HIS HAND

"Into his hand" is the scenario where a bull spins in the same direction of the rider's riding hand. For example, if a right-handed rider is on a bull that spins to the right then he is riding a bull "into his hand."

JUDGES

The score for each bull rider is determined by a group of judges who are hired by the PBR administration using strict and extensive qualifications. Each premier series event has four judges. Each have 50 points (25 points for the bull and 25 points for the rider) to distribute on each ride. The scores from each of the four judges

are added together then divided by two to determine the rider's total score.

KISSING THE BULL

A bucking bull is very dangerous, and when the back of the bull's head meets the face of the rider, the rider has "kissed the bull."

LANE FROST/BRENT THURMAN AWARD

The Lane Frost/Brent Thurman Award is presented to the bull rider with the highest-scored ride at the PBR World Finals. The award is named in memory of Lane Frost, who was fatally injured at the 1989 Cheyenne Frontier Days in Wyoming, and Brent Thurman, who suffered fatal injuries at the 1994 National Finals Rodeo in Las Vegas.

LEFT-HAND DELIVERY

Left hand delivery is when the chute gate opens to the bull and bull rider's left.

LITTLE YELLOW JACKET

The first three-time World Champion Bull, Little Yellow Jacket won the award in 2002, 2003 and 2004 before retiring in 2005. He made history in 2003 at the World Arena in Colorado Springs, Colo., when he bucked off Chris Shivers in less than two seconds, preventing the two-time PBR World Champion from collecting a \$1 million bonus presented by Ford Trucks while earning his owners \$50,000. The famous bull was 15 years old when he passed away in 2011 and his statue graces the outside of PBR's headquarters in Pueblo, Colo.

LIVESTOCK DIRECTOR

Responsible for determining the bulls used at each event, the Livestock Director works with stock contractors nationwide to ensure that the highest caliber bucking bulls are used in PBR competition. Founder and Ring of Honor member Cody Lambert is the Livestock Director for the PBR.

PBR GLOSSARY

MINIMUM AGE

Bull riders must be 18 years old to become a PBR member.

MULEY

"Muley" is a term used to describe a bull without horns.

OFFICIALS

See judges.

PROFESSIONAL BULL RIDERS HEADQUARTERS

The Professional Bull Riders' headquarters has been located in Pueblo, Colo. since 2007. The PBR has more than 100 full-time employees in Pueblo, at its international offices in Australia, Brazil, Canada and Mexico, and on the road at the hundreds of PBR-sanctioned events.

PBR MAJOR

A PBR Major is an event which takes place during the regular premier series season, has a unique format and offers increased points and bonus money. The PBR Majors in 2018 include the events in New York, New York; Arlington, Texas; Las Vegas, Nevada; and Nashville, Tennessee.

PBR WORLD CHAMPION

The bull rider with the most PBR world points at the conclusion of the regular season and the World Finals will be declared the PBR World Champion.

PBR YETI WORLD CHAMPION BULL

Each year, prior to the World Finals, the candidates for YETI World Champion Bull are determined in a vote by the Top 35 bull riders. The YETI World Champion Bull is the finalist who accumulates the highest total bull score during the PBR World Finals.

PBR WORLD POINTS

PBR world points are awarded as a result of placement in rounds (premier series events only) and in the event average, and can be

earned at all PBR events: premier series, Real Time Pain Relief Velocity Tour, Touring Pro Division and international, as well as minor special events.

PBR WORLD STANDINGS

The overall season ranking is determined by PBR world points. Each rider begins the season with zero points. Points are accumulated beginning with the first event of the season, including the Real Time Pain Relief Velocity Tour, Touring Pro Division and international events, continuing through the PBR World Finals.

PBR.COM

PBR.com, the official website of the PBR, is updated daily and includes press releases, feature stories, schedules, statistics, standings, videos and more. It also allows visitors to search for specific riders and bulls.

PROFESSIONAL RODEO COWBOYS ASSOCIATION (PRCA)

The Professional Rodeo Cowboys Association (PRCA) is the sanctioning body for rodeo events throughout the United States. Though a handful of PBR bull riders also hold memberships in the PRCA, the PBR is not affiliated with the PRCA or its sanctioned events.

QUALIFIED RIDE

If a rider reaches 8 seconds without being disqualified, he has completed a qualified ride and therefore earns a score.

RANK

A difficult bull to ride is called "rank."

RE-RIDE

A judge may give a rider a re-ride if he feels that the bull did not perform at a level comparable to the other bulls in the competition and therefore did not give the rider a fair chance to earn a high score. Potential re-ride bulls are selected prior to the event.

PBR GLOSSARY

REAL TIME PAIN RELIEF VELOCITY TOUR (RVT)

The Real Time Pain Relief Velocity Tour (RVT) is the expansion tour of the PBR featuring the up-and-coming riders competing alongside the stars of the premier series for PBR world points.

The RVT feeds the premier series with new talent – the winner of each RVT event gets the opportunity to compete at a premier series event to earn the points necessary to remain on the elite tour.

REGULAR SEASON

The premier series regular season begins in January and concludes in November. The season usually opens in New York at the world famous Madison Square Garden. The season will conclude at T-Mobile Arena in Las Vegas with the PBR World Finals.

RIDER RELIEF FUND

Established in 1999, the Rider Relief Fund provides financial aid to bull riders who are unable to compete due to injury. Resistol pledged more than \$1 million to create the non-profit fund that provides assistance to professional, college and high school bull riders and bullfighters who are injured during competition. In addition to personal contributions and corporate sponsorships, funds are generated through annual fund raisers including various events, sport tournaments, live and silent auctions and a celebrity poker tournament at the PBR World Finals.

RIDING HAND

The riding hand is the hand that a bull rider uses to grip his bull rope.

RIGHT-HAND DELIVERY

Right-hand delivery is when the chute gate opens to the bull and bull rider's right.

ROOKIE OF THE YEAR

The Rookie of the Year award is presented to the bull rider who earns the most world points during his first PBR season. In 2013, the determining factor changed from the most money earned to the most points earned.

SLAP

If a rider makes contact with the bull with his free hand during a ride, it is called a slap. He is disqualified and does not receive a score.

SPINNER

If a bull's bucking pattern includes him spinning in a tight circle throughout the ride, he is referred to as a "spinner."

SPURS

Bull riders' spurs must have dull, loosely-locked rowels – the wheel-like part that comes in contact with the animal. Spurs, which help a rider maintain his balance by providing extra grip with his feet, do not cut or scratch a bull, whose hide is seven-times thicker than human skin.

STOCK CONTRACTOR

The people who own and lease bulls are called stock contractors. Premier series events feature 80-90 bulls. Depending on the location and duration of the event, the bulls will be provided by 10 or more stock contractors.

STOCK CONTRACTOR OF THE YEAR

Determined in a vote of the Top 35 bull riders in the world, the Stock Contractor of the Year is the individual who consistently supplies the highest quality bucking bulls at PBR events.

SUCKS BACK

A bull that bucks in one direction then instantly switches to the opposite direction is known to "suck back."

PBR GLOSSARY

TIPPING

Bucking bull horns are trimmed for their own safety as well as the bull riders and bull fighters. Tipping is like getting your fingernails trimmed and does not hurt the bulls at all.

TURN BACK

If a bull heads one way and then makes a sharp move in the opposite direction, it is called a "turn back."

TURN OUT

If a bull rider enters a competition and elects not to compete for reasons other than injury, then he has turned out, often forfeiting his entry fee. Premier series riders who turn out of competition are subject to strict fines to ensure that the world's best riders compete at every elite tour event.

25TH ANNIVERSARY TOUR

The 25th Anniversary Tour is the major-league tour of the PBR, featuring the Top 35 bull riders based on PBR world standings. For the first five events of 2018, athletes competing will be the Top 35 riders who qualified for the 2017 PBR World Finals. After the fifth event, the Top 35 in the PBR World standings will compete weekly.

25TH ANNIVERSARY TOUR CHAMPIONSHIP ROUND

The 15 riders with the highest cumulative scores following the first two rounds of a two-day event or the first three rounds of a three-day event at each 25th Anniversary Tour event will advance to the championship round where they will face the event's most difficult bulls as determined by the PBR Livestock Director.

25TH ANNIVERSARY TOUR WORLD FINALS EVENT CHAMPION

The bull rider who has earned the most PBR world points at the PBR 25th Anniversary Tour World Finals will be declared the PBR 25th Anniversary Tour World Finals Event Champion.

UNION BULL

If a bull bucks for only 8 seconds and then quits at the whistle, he becomes known as a "union bull."

VEST

Developed by PBR Co-Founder and Ring of Honor inductee Cody Lambert, the protective vest must be worn by every PBR rider. Designed to prevent injury, it helps disperse pressure and protects bones and internal organs which are otherwise vulnerable.

WRECK

When a rider is bucked off, then subsequently horned and/or stomped by the bull, he has been involved in a "wreck."