

BULL RIDING BASICS

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THE PBR

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

In 1992, 20 cowboys broke from the rodeo and invested \$1,000 each to pursue a dream of a standalone league dedicated to bull riding.

Since then, the PBR has grown into a global phenomenon that has awarded more than \$200 million in prize money.



FOUNDING MEMBERS OF THE PROFESSIONAL BULL RIDERS

David Bailey Jr.
Clint Branger
Mark Cain
Adam Carrillo
Gilbert Carrillo

Cody Custer
Jerome Davis
Bobby Delvecchio
Mike Erikson
David Fournier

Michael Gaffney
Tuff Hedeman
Cody Lambert
Scott Mendes
Daryl Mills

Ty Murray
Ted Nuce
Aaron Semas
Jim Sharp
Brent Thurman

PBR STORY

Headquartered in Pueblo, Colo., PBR was founded in 1992 by a group of 20 visionary bull riders who broke away from the traditional rodeo scene, seeking mainstream attention, new riches and a livelihood for future generations of cowboys for the most popular discipline in rodeo, 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 PBR 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, PBR was acquired by Endeavor, and PBR is now a subsidiary of IMG, a global leader in sports, fashion, events and media.

More than 500 bull riders from around the world including the United States, Australia, Brazil, Canada

and Mexico hold PBR memberships. They compete in more than 200 bull riding events each year on the nationally-televised Unleash The Beast, Pendleton Whisky Velocity Tour and Touring Pro Division, in addition to those held by international divisions in Australia, Brazil, Canada and Mexico.

For every rider, the ultimate goal is to qualify for the PBR World Finals, the richest bull riding event on the planet, with the season champion receiving the golden World Championship buckle and \$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 Monster Energy, U.S. Border Patrol, Pluto TV, Wrangler, Tractor Supply Co. and Cooper Tires, among others, have helped the PBR annually award more than \$10 million.

The success of PBR has made it one of the most prolific sports on television. The premier series is televised weekly on CBS Sports, CBS Sports Network and networks around the world. In 2019 PBR extended its broadcast relationship with the network, inking an agreement ensuring CBS will remain PBR’s television home the next 10 years. Additionally, after launching RidePass, the league’s 24/7 over-the-top (OTT) digital network in 2018, PBR partnered with Pluto TV in 2021 to bring the wild west to the streaming frontier. PBR RIDEPASS on Pluto TV features hundreds of hours of live professional bull riding, rodeo, other western sporting events, and more.

Collectively, PBR broadcasts reach more than 405MM households in more than 91 territories.



THE PBR STORY ... CONTINUED

On social media, from January through November 2021, PBR generated more than 3.1 billion impressions on social media, 1.1 billion video views and 1.2 billion video minutes viewed.

The combination of incredible athleticism, raw sport and quality entertainment for the whole family has propelled live attendance growth. Since 1995, the league's premier series has more than quadrupled its annual attendance, with the elite Unleash The Beast having welcomed 612,272 fans in 2019, up from 136,668 in 1995.

In 2020, following the onset of the COVID-19 (coronavirus) pandemic and subsequent mass gathering restrictions, PBR pioneered the return of professional sports in North America, holding three made-for-television events in Guthrie, Oklahoma in late April and early May with new safety protocols implemented.

In the months that followed, the league then launched the landmark Monster Energy Team Challenge, presented by U.S. Border Patrol, which culminated in welcoming back fans to an indoor arena for the first time in Sioux Falls, South Dakota in July. Backed by its industry-leading "Be Cowboy Safe" plan, PBR held nine fan-attended Unleash The Beast event weekends, and six Pendleton Whisky Velocity Tour events, leading into the 2020 PBR World Finals: Unleash The Beast.

Relocated to Arlington, Texas and AT&T Stadium due to COVID-19 protocols, the four-day 2020 PBR World Finals welcomed more than 43,000 socially-distanced fans as the unique season came to a close.

In 2021, PBR continued to propel the sport of bull riding to new heights.

Among the many new initiatives undertaken in 2021, PBR announced a joint venture with ASM Global and Stockyards Heritage Development Co. to operate the historic Cowtown Coliseum and to expand entertainment programming and marketing partnerships within the National Historic District.

Further reflecting the company's expansion in the greater Dallas-Fort Worth area, as part of a comprehensive 2022 schedule restructure for its premier series, PBR announced the relocation of its crown jewel, the World Finals, to Fort Worth and Dickies Arena, beginning in May 2022.

As part of the relocation, PBR condensed the annual schedule for the Unleash The Beast, which in 2022 will span January-May, with subsequent seasons starting in 2023 scheduled for November-May.

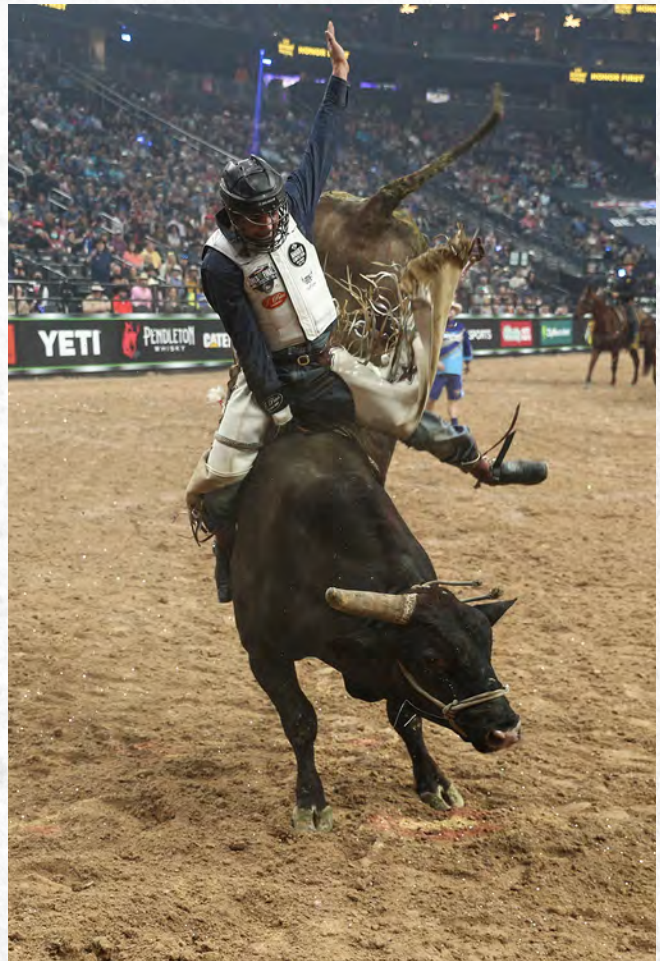
The organization also unveiled the launch of a new league - PBR Team Series, debuting in June 2022. A transformational change for the sport, the PBR Team Series, which will span June to November 2022 in its inaugural season, following the May conclusion of the Unleash The Beast, will launch with eight founding teams playing a 10-weekend regular season

culminating in a team playoff. Each team will be based in a home market to be named, playing host to an annual bull riding event and Western lifestyle festival. There will also be two "neutral site" league-produced events, culminating in the season's playoff and championship at T-Mobile Arena in Las Vegas.

The teams with their respective ownership and home market selections will be announced early in 2022.

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, and the growing appeal of cowboy values, the PBR has attracted many international athletes who travel to the United States to compete exclusively in the world's elite bull riding tour. The 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, extreme sports featuring jaw-dropping bursts of action all night long growing in popularity, world class event production, PBR's reach increasing across broadcast, cable and digital channels, and fan support continuing to grow, the sport's future is very bright.



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 8-second showdowns.
- 500+ bull riders compete in PBR-sanctioned competitions in Australia, Brazil, Canada, Mexico and the United States.
- Conducts more than 200 bull riding events annually across its elite Unleash The Beast, Pendleton Whisky Velocity Tour, Touring Pro Division and international circuits (PBR Australia, PBR Brazil, PBR Canada and PBR Mexico).
- Since its founding, has awarded more than \$191 million in prize money; 40 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 of the 2016 PBR World Finals, becoming the richest bull rider in western sports history now with more than \$7.4 million in career earnings.
- The PBR's premier series has visited more than 100 cities, making the most stops in California, which has hosted 66 events. In 2019, the sport debuted at STAPLES Center in Los Angeles with the Iron Cowboy Major.

- A bull rider must be 18 years of age to purchase a PBR membership, when a riding permit is received allowing entry to the Touring Pro Division. After winning \$2,500 in prize money, the rider will be upgraded to cardholder status. A rider must continue to win at least \$2,500 each year to maintain cardholder status.
- Since 1995, the league's premier series has more than quadrupled its annual attendance, with the elite Unleash The Beast having welcomed 612,272 fans in 2019, up from 136,668 in 1995.
- The premier series is televised on CBS Sports, CBS Sports Network, RIDEPASS on PlutoTV and networks around the world.
- PBR broadcasts reach more than 405MM households in more than 91 territories.
- PBR has more than 6 million followers on social media.
- The PBR World Champion is annually 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 premier series bull.



- Roughly 120,000 pounds of bull are brought to each arena on a weekly basis. (Note: statistic based on a two-day event.)

PBR AT A GLANCE ... CONTINUED

- Genetically bred 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 then retire to stud.
- The bulls in the PBR receive excellent care and are the main draw to many fans; in some seasons official bull merchandise has outsold cowboy gear.
- 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 tractor-trailer.
- 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 retired from the PBR in 2018 after having recorded 635 qualified rides on the premier series – by far the top mark on the elite series, with only two other riders, Mike Lee and J.B. Mauney having eclipsed 500 rides.
- Luke Snyder competed in a record 275 consecutive events, a streak that began when he debuted on the premier series in 2001 and ended in 2010.

- Boudreaux Campbell earned the most money ever by a rookie in 2020, taking home \$471,671.36, including \$368,500 for winning the 2020 PBR World Finals event.
- Jess Lockwood is the youngest two-time champion in the sport's history, winning his second title in 2019 at the age of 22.
- Jose Vitor Leme shattered nearly every major PBR record en route to his second consecutive PBR World Championship in 2021. Now just the second back-to-back PBR World Champion, Leme punctuated his season by setting PBR's all-time high-marked ride record, a record he previously broke in August. Teaming with 2021 YETI PBR World Champion Bull Woopaa for an unprecedented 98.75-point score, Leme earned the first-ever 50-point score awarded to a rider. In addition to setting a new high-score record, Leme also broke the season record for most 90-point rides (24) and round wins (21), and tied the season record for most event wins (8).



ON THE DIRT MILESTONES

In the past 29 years, the PBR has seen a number of record-breaking performances. These unforgettable moments have helped the sport achieve mainstream success. Here are some of those history-book milestones.

»»» LEME RESETS THE RECORD BOOKS (2021)

In 2021, Jose Vitor Leme rewrote nearly every PBR record en route to his second PBR World Championship. In winning the coveted gold buckle, Leme became the second back-to-back PBR World Champion, and seventh multi-time title holder. During his season for the ages, Leme set a new record for most round wins in a season (21), most 90-point rides in a season (24) and tied the record for most event wins in a season (8). Of Leme's eight event wins, his final victory was earned at



the World Finals, where he went 6-for-6. Leme is the fourth rider in history to win the World Finals multiple times, also topping the grueling, championship-deciding event in 2017, and fifth rider of all-time to win the World Finals by covering all of his bulls. Leme also obliterated the PBR's all-time high-marked ride record twice in 2021. In late July, Leme initially reset the record when he covered Woopaa for a monstrous 97.75 points, shattering the previous record of 96.5 points. Then to conclude his season, Leme again teamed with Woopaa for an unprecedented score, this time covering the striking bull for 98.75 points. In the 8-second effort, Leme was awarded the first ever perfect rider score – the maximum 50 points.

»»» BULLS ON DECK (2020)

To conclude 2020, a season in which PBR led the sporting world through the global COVID-19 (coronavirus) pandemic as the first to return to competition following the mandated shut down and then the first to again host fans indoors, the organization once again took bull riding to a never-before-seen venue. The inaugural charity event coined Cowboys for a Cause was held on the deck of the historic USS Lexington, a decommissioned aircraft carrier floating in Corpus Christi Bay in Texas. The 15-man PBR Air Force Reserve Cowboys for a Cause team-tournament raised \$250,000 for eight veteran-focused charities. He event returned in 2021, again held aboard the USS Lexington.

»»» BOUDREAUX CAMPBELL IS TOP ROOKIE AND WORLD FINALS EVENT WINNER IN SAME YEAR (2020)

In 2020, young gun Boudreaux Campbell won PBR Rookie of the Year and the World Finals event title. He is the fifth rider to accomplish the feat in the same season, joining Ronnie Kitchens (1996), Luke Snyder (2001), Jody Newberry (2003) and Jose Vitor Leme (2017).

»»» JESS LOCKWOOD BECOMES YOUNGEST TWO-TIME PBR WORLD CHAMPION IN HISTORY AND SETS SINGLE-SEASON EARNINGS RECORD (2019)

In the fiercest World Championship battle in league history, Jess Lockwood put up four 90-point rides in going 5-for-6 at the 2019 PBR World Finals to complete a dramatic come-from-behind surge and capture his second World Championship. Lockwood is one of just seven athletes to win multiple titles and the youngest to accomplish the feat at 22. Lockwood also broke Justin McBride's single-season earnings record previously set in 2007. While McBride netted \$1,835,321 in 2007 when he won his second world title, Lockwood took home \$1,873,731.80 in 2019.

ON THE DIRT MILESTONES ... CONTINUED**>>> AT&T STADIUM HOSTS MOST SUCCESSFUL ONE-DAY PBR EVENT IN HISTORY (2018)**

In attracting more than 46,000 fans to Arlington's iconic AT&T Stadium, the WinStar World Casino and Resort Iron Cowboy, powered by Kawasaki, became the largest single-day event in PBR history.

>>> INAUGURAL GLOBAL CUP (2017) AND DEBUT OF ALL NATIVE WOLVES (2019)

In 2017, PBR debuted the Global Cup, a five-nation, international tournament, akin to the "Olympics of bull riding," where riders compete for record purses, national pride and the very dirt they compete upon. At the inaugural Global Cup in Nov. 2017, 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 by going 3-for-4, adding 257.75 points to the nation's 1,026.75-point total in the overall event aggregate. Next, in Sydney, Australia in June 2018, Team Brazil narrowly edged hosts Team Australia by 0.75 points for the Global Cup win. Kaique Pacheco won the individual aggregate as one of two riders to go a perfect 4-for-4. In 2019 the event debuted in the U.S. inside AT&T Stadium in Arlington, Texas. PBR made modern sports history when as part of the American's home soil advantage the nation fielded two teams, with one, the Wolves, comprised of exclusively Native American riders, a first in modern sports history. The Brazilian contingent claimed their second consecutive Global Cup as team member Jose Vitor Leme recorded the event's first-ever 90-point ride. The PBR Global Cup returned to AT&T Stadium in February 2020. Team USA became the first nation to defend home soil, winning the event, and joining Brazil as a two-time Global Cup Champion.

>>> GUILHERME MARCHI REACHES 600 QUALIFIED RIDES (2017)

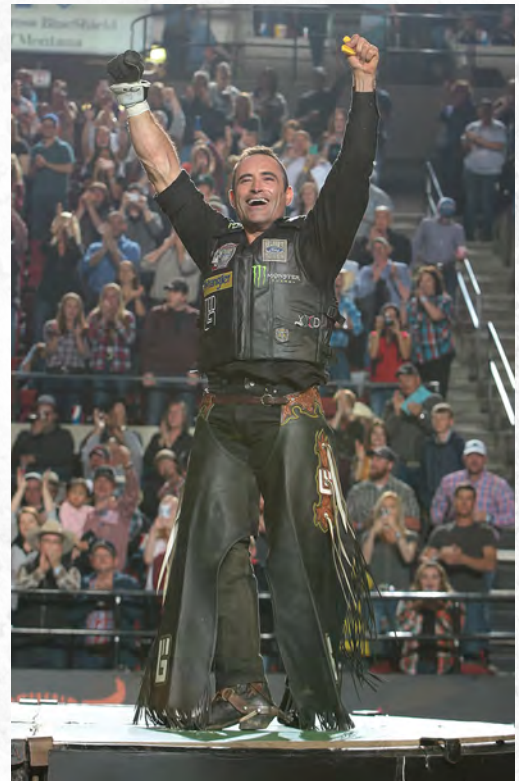
2008 World Champion Guilherme Marchi became the first rider in PBR history to record 600 qualified rides when he covered Shocker for 86.25 points in Billings, Montana in 2017. When Marchi retired following the 2018 PBR World Finals, he had recorded a PBR-best 635 rides in his 15-year career.

>>> JESS LOCKWOOD BECOMES YOUNGEST WORLD CHAMPION (2017)

Jess Lockwood was 20 years old when capturing his first gold buckle in 2017. He accomplished the milestone less than two months after breaking ribs and puncturing a lung. The rising star then won 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.

>>> 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, Mauney had already become the richest bull rider in western sports history. At the start of the 2021 season, the 14-year PBR veteran has earned a total of \$7,432,584.12. Currently, 40 riders in PBR History have earned more than \$1 million. Mauney is followed by Silvano Alves (\$6,312,834.19), Guilherme Marchi (\$5,338,428.48), Justin McBride (\$5,186,799.35), and Jose Vitor Leme (\$5,110,808.50).



ON THE DIRT MILESTONES ... CONTINUED**>>> 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.

>>> PBR'S GREATEST COMEBACK PROPELS J.B. 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, completing one of the greatest comebacks 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 legendary 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 athlete 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 to win back-to-back titles. In the years since, only one other rider has achieved the feat. Jose Vitor Leme won his first two PBR World Championships consecutively in 2020 and 2021.

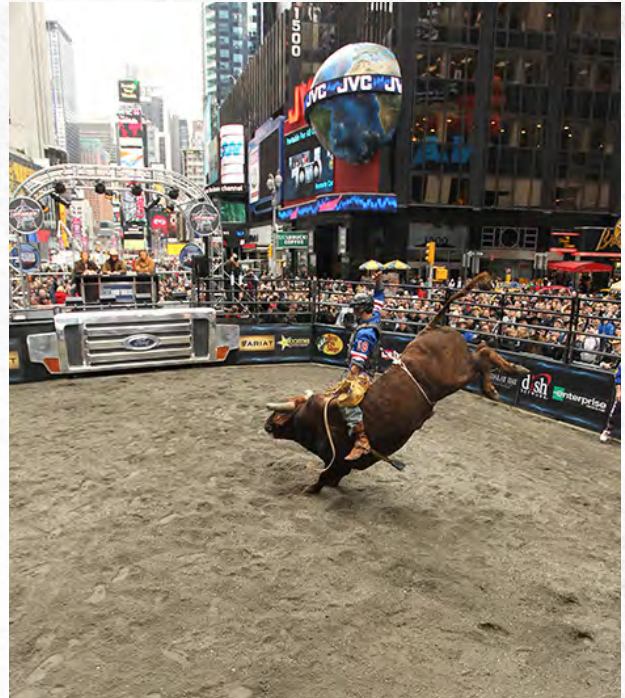
>>> SILVANO ALVES BECOMES FIRST TO WIN WORLD CHAMPIONSHIP IN SEASON FOLLOWING ROOKIE OF THE YEAR TITLE WIN (2011)

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 four other past Rookie of the Year award winners have also won a world title: Kody Lostroh (2005 Rookie of the Year, 2009 World Champion), J.B. Mauney (2006 Rookie of the Year, 2013 and 2015 World Champion), Kaique Pacheco (2015 Rookie of the Year, 2018 World Champion) and Jose Vitor Leme (2017 Rookie of the Year, 2020 and 2021 PBR World Champion).



ON THE DIRT MILESTONES ... CONTINUED**>>> BUCKING BULLS ON BROADWAY (2010)**

On Oct. 15, 2010, 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 in New York City. The first-of-its-kind event was broadcast nationally on CBS, and thousands of New Yorkers lined the streets to watch the action in the arena and on video screens.

**>>> \$100 MILLION PAYOUT REACHED (2010)**

PBR surpassed \$100 million in prize money awarded in 2010 during the premier series stop in Nashville, Tennessee. Before 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, 40 PBR bull riders have earned more than \$1 million in the sport and each year's champion gets a \$1-million bonus.

>>> LUKE SNYDER BREAKS CONSECUTIVE EVENTS RECORD (2010)

Luke "Titanium Tough" Snyder competed in a record 275 consecutive events, a streak that began when he debuted in 2001, and ended in 2010. He broke J.W. Hart's previous record of 197 consecutive events.

>>> 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 World Finals event title and PBR World Championship. Only three other riders have accomplished this: Silvano Alves (2014), Ryan Dirteater (2016), and Jose Vitor Leme (2017 and 2021).

>>> JUSTIN MCBRIDE SETS EVENT WINS RECORD (2007)

In 2007, Justin McBride won a record eight elite series events. McBride also won his second PBR World Championship that year. In 2021, Jose Vitor Leme tied McBride, winning eight tour stops, including the World Finals, en route to his second gold buckle.

>>> 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 world title bonus. Five additional riders have now accomplished this feat: Renato Nunes (2010), J.B. Mauney (2013), Silvano Alves (2014), Jess Lockwood (2019) and Jose Vitor Leme (2021).

ON THE DIRT MILESTONES ... CONTINUED**>>> 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 sixth 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 then record 197 consecutive events, beginning with his first event in 1994 and continuing until 2003. Luke Snyder broke the record in 2020 when completing a 275-consecutive event streak.

>>> 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 outside PBR world headquarters in Pueblo, Colorado.

>>> THE ELITE 500 CLUB

In the history of the PBR’s elite series, only three 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 recorded his 500th ride in New York City on All The Way Up for 87.25 points on January 5, 2018. Mauney moved into second place in all time elite-series rides when notching his 526th 8-second trip aboard Boogie Bomb for 87.5 points at the Houston Invitational in August 2019.





PBR GLOBAL CUP

In 2017, the PBR launched the Global Cup, a five-nation, international showdown with riders competing in teams for the very dirt they compete upon, record purses and bragging rights as the “Toughest Nation on Dirt.”

In a rarely seen, team-formatted tournament, the Global Cup, akin to the “Olympics of bull riding,” pits Australia, Brazil, Canada, Mexico, and the United States against one another, with the qualified riders competing for national pride in place of individual glory.

Also unique to the Global Cup is the role of team coaches. With each nation led by a Head Coach and Assistant Coach, the duo of accomplished western sports athletes is responsible for shaping their team’s rosters and assigning each rider their bull for every out.

At each event, the format is simple. During every night of competition, each rider from the five nations will get on one bull, with a bonus round to follow. In the bonus round, the team’s coaching staff 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 10 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.

Since 2017, there have been four PBR Global Cup events. The next iteration of the PBR Global Cup will again be held in the United States, returning to AT&T Stadium in Arlington, Texas, on March 5, 2022.

PBR GLOBAL CUP HISTORY:

Rogers Place in Edmonton, Alberta, Canada played host to the inaugural event on Nov. 9-11, 2017.

While Team Canada defended their home soil on the first night, 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. Team Brazil finished second, followed by Team Canada third, Team Australia fourth and Team Mexico fifth.



PBR GLOBAL CUP HISTORY: ... CONTINUED

On June 9-10, 2018, at Qudos Bank Arena in Sydney, New South Wales, Australia, while host nation Australia put up a hard-fought effort, Team Brazil used their opening rounds' lead to edge the host nation by 0.75 points following the second bonus round. As one of two riders to go a perfect 4-for-4, eventual 2018 PBR World Champion Kaique Pacheco won the individual aggregate. The remaining leaderboard was completed by Team Canada delivering a consecutive third place effort, Team USA fourth and Team Mexico fifth.

The Global Cup then made its U.S. debut in Arlington, Texas at AT&T Stadium on Feb. 9-10, 2019. While each host nation has always received a home field advantage, the PBR made modern sports history when unveiling America's for the 2019 iteration of the international event. As opposed to competing with an augmented roster, Team USA fielded two contingents, Wolves and Eagles, with the Wolves roster exclusively Native American riders.

At the event, Team Brazil captured their second consecutive Global Cup Championship despite gritty efforts by both Team USA Eagles and Wolves. Eduardo Aparecido led the South American nation, going a perfect 3-for-3. Jose Vitor Leme made Global Cup history in recording the event's first 90-point ride when he covered Frequent Flyer for 90 points in the opening night's bonus round. Team USA Eagles' Cooper Davis took home the individual aggregate title, going 3-for-4 with an aggregate score of 263.25 points.

The leaderboard for the 2019 PBR Global Cup USA was rounded out by Team USA Eagles in second, Team USA Wolves in third, Team Australia fourth, Team Mexico fifth and Team Canada sixth.

Returning to the United States for the most recent edition of the global showdown, the 2020 PBR Global Cup USA was once again held at AT&T Stadium in Arlington, Texas, on Feb. 15-16, 2020. Team USA Eagles dominated their competition, becoming the first nation to defend home soil and win the PBR Global Cup as the host nation. Additionally, in winning the 2020 PBR Global Cup USA, Team USA Eagles joined Team Brazil as the only nations to win the event multiple times, victorious at the inaugural PBR Global Cup in Canada in 2017. Both going 2-for-4, two-time PBR World Champion Jess Lockwood and Cole Melancon championed the nation's victory, with Matt Triplett and Cody Teel also adding a score.

Despite a third-place finish by his nation, Jose Vitor Leme went a near perfect 3-for-4 to amass 268.75 of Team Brazil's 435.75 points, winning the individual aggregate.

Rounding out the leaderboard was Team Australia in second, Team Canada fourth, Team Mexico fifth and Team USA Wolves sixth.



TELEVISION PRODUCTION

PBR is a marquee CBS Sports property, and in 2019 a new agreement was reached to ensure CBS remains PBR's television home for the next 10 years.

The Unleash The Beast 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.

One of the most prolific and accomplished sports producers of his generation, 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.

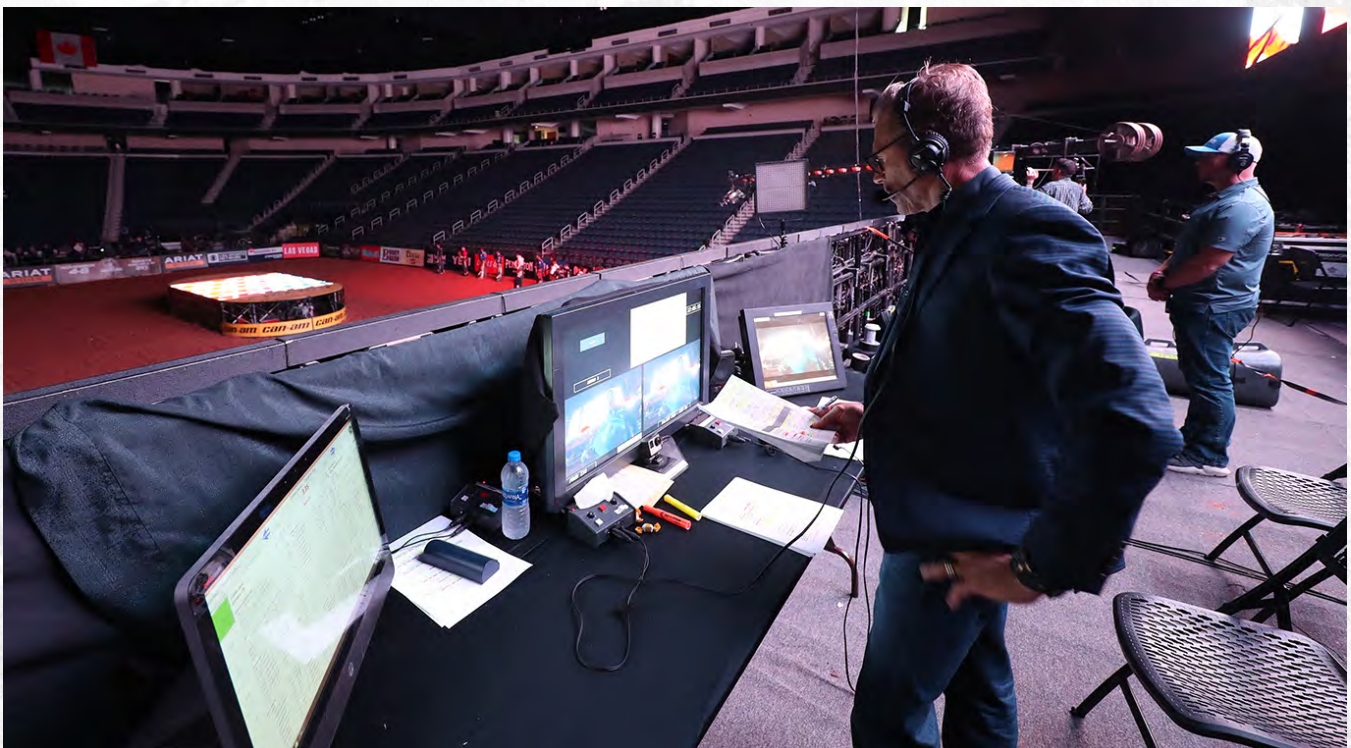
Following his 30-year career with NBC Sports, Neal formed David Neal Productions in 2010, producing more than 250 hours of television for clients including Univision, NBC, CBS and

Velocity. This brought Neal's 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.

Neal graduated from the University of Southern California in 1978 with a degree in Broadcast Journalism. His father – the late Roy Neal -- was an award-winning 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.

Another part of the veteran production team, Producer Jason Jacquette has worked in the sports television industry for more than two decades, winning multiple Emmys along the way. Some highlights include Summer & Winter Olympics, grand slam tennis events, the Triple Crown, Tour de France, NHL and championship golf events. Jacquette produced his first PBR event in 2003 and has been involved in the sport ever since.

Based in Brooklyn, New York, two-time Emmy-winning producer Chris Taylor-Shaut has been working with PBR for 18 years. In that time, he has been an integral part in all elements of the production of the television broadcasts. When not working with the world's top bull riders, Taylor-Shaut also produces snowboarding and skateboarding events around the globe.



TELEVISION PRODUCTION ... CONTINUED

David Osborne, a multi-decade veteran of PBR productions, started in the graphics department and has since become the lead tape producer and head producer of all of PBR's international content. When Osborne isn't working at a PBR event, he can be found on a softball diamond or tending to his extensive vinyl record collection.

Entering his fourth season as Director is Warren Pick, a multiple Emmy Award-winning Director and Producer. Throughout his career, Pick has worked on large-scale productions around the world in the areas of sports, entertainment and major event coverage. He is the founder of WAVE Media, a full-service production company, which has provided major broadcast and cable networks with production and programming services. Pick has consistently created programming that brings innovative style and creative techniques to the screen. Pick and his wife Linda split their time between homes in Bucks County, Pennsylvania and Los Angeles, California, and have two adult children. Outside of the control room, Pick spends time as a volunteer firefighter, EMT, ski patroller and rescue diver.

Director Bryan Mattingly has worked in television for more than 30 years on multiple national and international Emmy Award-winning sports productions. Mattingly has been a Technical Director for sports ranging from NASCAR and the IndyCar racing series to NFL football, including a Super Bowl, NBA and college basketball, MLB, NHL, Triathlon World Cup, World Basketball Championships, and entertainment-based programs for every major network in the United States and Europe. The 2022 season will be his 10th year as the Technical Director and fourth in the director's chair for the PBR on CBS. In his spare time, he enjoys being a private pilot and working with his horses. Mattingly has been married to his wife Kimberly for 28 years and has a teenage son, Harrison.

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, Tennessee. Kelley's "Be Cowboy" opening leads all PBR on CBS broadcasts and his features bringing fans closer to PBR athletes are seen throughout the season.



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. The agreement was extended in 2014, making CBS Sports and CBS Sports Network the primary television partners of the PBR, and a 2019 extension ensures CBS will remain the home of PBR for another decade.

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. In 2020, when all major sports outside of the UFC saw declines in viewership, PBR was +8%, according to Nielsen.

The 2021 season featured more than 400 hours of coverage of the PBR's premier series, including nearly 100 hours of coverage on CBS Sports Network.

CBS Sports Network televised all Unleash The Beast action throughout 2021, while CBS broadcast 24 events, including the PBR Cowboys for a Cause charity event aboard the USS Lexington decommissioned aircraft carrier, and the popular PBR 15/15 Bucking Battles, featuring the Top 15 riders in the world competing against the Top 15 bulls.

Among the 2021 CBS broadcasts were also five landmark rodeo events including the 2021 Women's Rodeo World Championship, Bill Pickett Invitational Rodeo (the time an all-Black rodeo has appeared on broadcast network television), and all three legs of the WCRA's 2021 Triple Crown of rodeo including Rodeo Corpus Christi, Days of '47 Cowboy Games and Rodeo, and Cowtown Christmas Championship Rodeo.



TELEVISION BROADCASTERS



»» CRAIG HUMMER

The PBR's Emmy-nominated play-by-play voice is returning for his 17th season. Hummer brings more than 20 years of experience, covering more than 50 different sports for network, cable and syndicated shows worldwide. Hummer, a former competitive ocean swimmer who won 38 national championship titles, 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 13 seasons. He won \$5.1 million during his PBR career, which is the fourth most earned by any athlete in PBR history. McBride, inducted into the PBR Ring of Honor in 2008, holds the PBR record for event wins in a season with eight in 2007, a record tied by Jose Vitor Leme in 2021.



»» 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 is known as "King of the Cowboys," and 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. Hart 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. With his wife LeAnn, he owns Hart Cattle Company, breeding and training bulls to compete in PBR.



»» KATE HARRISON

A southern-California native, PBR on CBS sideline reporter Kate Harrison 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 to the National High School Finals Rodeo. At the same time, she started riding horses for westerns like 'Magnificent Seven' which led to a brief career in the stunt business. Her passion for extreme sports and storytelling led Harrison 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.



PBR RIDEPASS ON PLUTO TV

In 2021, PBR entered a new partnership with Pluto TV, bringing the wild west to the streaming frontier. Since July 20, 2021, PBR RIDEPASS has streamed exclusively on Pluto TV as both a linear channel and on-demand, featuring hundreds of hours of live professional bull riding, rodeo, other western sporting events, and more. PBR RIDEPASS on Pluto TV super serves western sports fans by providing them with front-row streaming access, for free, to popular western sports content.

Programming to date on PBR RIDEPASS on Pluto TV has included PBR's Unleash The Beast and Pendleton Whisky Velocity Tour, marquee rodeos such as the WCRA Triple Crown, Indian National Finals Rodeo, Bill Pickett Invitational Rodeo, and National High School Rodeo Finals, premier horse and equestrian events, including "Road to the Horse," highlight shows, and western sports shoulder programming such as Flint Rasmussen's "According to Flint" weekly show.

In the second half of the 2021 season since launching, RIDEPASS on Pluto TV exclusively covered 21 live rounds in the PBR's top two U.S. tours. Additionally, the PBR channel aired 17 hours of live programming during World Finals week, including the Ultimate Bull Fighting and MBR (Miniature Bull Riding) competitions as well as the annual Heroes & Legends awards celebration, Flint Rasmussen's "Outside the Barrel" show, and the nightly black carpet arrival show.

The PBR channel compliments Pluto TV's lineup of western-themed programming including the Western TV channel which streams series like The Lone Ranger and Walker Texas Ranger as well as a dedicated movie channel, Pluto TV Westerns, featuring iconic films like True Grit, Geronimo: An American Legend, and The Alamo.

Before moving to Pluto TV, PBR RIDEPASS had launched in February 2018 as a standalone digital network, bringing fans live coverage of PBR's tours as well as dozens of rodeo and western sports events. With the move to Pluto TV, the service changed from subscription to free.

Pluto TV is the world's leading free ad-supported television service (FAST) with more than 50 million monthly users in 25 countries. PBR RIDEPASS on Pluto TV expanded the FAST leader's growing footprint in live sports and events programming, building on Pluto TV's existing appointment viewing for franchises and iconic sporting events. Additionally, the deal, making Pluto TV an official PBR partner, was a first-of-its-kind for Pluto TV in using a major professional sport as a marketing platform to educate fans and increase brand awareness of the service via in-event marketing and broadcast television promotion.

PBR RIDEPASS is available on desktops, laptops and mobile devices via www.pluto.tv. Tune to channel 720 for the latest programming schedule.

PBR LICENSING

The PBR brand and associated intellectual properties are some of the most sought after licensed properties in the world. PBR actively licenses its official trademarks, bulls, riders and other intellectual property to develop consumer goods customized for both avid fans and newcomers to the sport. PBR's licensing program includes more than 30 official PBR licensees with consumer products in various categories, including apparel, accessories, home goods, toys, novelties, and more.

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, extensive national television coverage, and social media reach, PBR branded products sell from coast-to-coast across all avenues of distribution. In 2021, PBR added an array of new partners including: Smart Media Technologies (NFT's), Audacious Wreck Relief (CBD infused topical anagesics), Authentic Street Signs, Bestway (inflatable bounce house with bull), Bumpboxx (PBR branded throwback boom boxes), Changes Apparel, Cubles (rider/bull paper collectibles) and 1 Red Ranger (PBR Coffee)

Along with the PBR marks and logos, 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 its branded products grows, PBR continues to create and support key initiatives at the retail level to drive traffic in every market. 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.





BE COWBOY

BE COWBOY

While it has long lived in the hearts of avid sports fans, the PBR is for everyone.

The organization began more than 29 years ago when 20 entrepreneurial bull riders broke away from the rodeo to form the PBR with a vision of creating a standalone sport for theirs and future generations. They felt their passion for bull riding, honesty, integrity, work ethic, and putting their name on a hard day's work deserved to be rewarded with a hard day's wage.

Be Cowboy is built on the heart and soul of these rugged cowboys who shared a dream, as well as other cowboys who came before them, and the hard-working men and women who contributed to a global icon that is familiar and revered, yet often misconstrued. In fact, the first cowboys were an original melting pot of trail-blazing men and women who sought opportunity, and through self-reliant hard work, a better life for themselves and their families.

Their values endure and were especially evident in 2020 as PBR led the sports world back to competition and fan-attended events following the COVID-19 (coronavirus) shut down with industry-leading protocols shared with and adopted by many other sports.

Today, modern cowboys are all those who embody the cowboy code of toughness, courage, respect, determination, and patriotism, no matter what country's flag you pledge.

Being a cowboy isn't about the hat, boots, or buckle. It's what's in your heart and how you live. You need only share a passion for living honestly, fairly, and respectfully with pride, integrity, and humility, to Be Cowboy.

PBR's campaign encourages everyone sharing these values, to truly Be Cowboy...and to be part of the PBR.

At each event, PBR honors individuals and organizations who embody Be Cowboy values. From schoolteachers, nurses, firefighters, and police, to community leaders, single moms, veterans, and courageous kids making a difference, there is no limit on who can Be Cowboy.

The 2022 Be Cowboy campaign also encompasses a season-long initiative to unite communities and acknowledge local heroes, while highlighting the diverse and rich history of the sport. PBR will continue to host veterans, active-duty military, first responders and other selfless individuals serving their community through ticket donations and discounts.

Additionally, beginning in 2022, PBR has aligned with Grit & Grace, a non-profit aiming to inspire and empower young women to step into their dreams by providing lessons on leadership, mentorship, and scholarship opportunities as well as exposure to animal care in western sports.

Grit & Grace, the first community organization of its kind to align with PBR, was launched in 2021 by Fanchon Stinger, a 15-time Emmy Award-winning journalist.

Stinger, along with Daniel and Melissa Brunner, partnered with Chad Berger Bucking Bulls for co-ownership of several bovine athletes including Stinger and Lil' Hott.

Throughout the 2022 campaign, Fanchon Stinger on behalf of Grit & Grace and with PBR's support, will appear at numerous PBR Unleash The Beast events, immersing middle and high school age girls into western values and animal care. At the events, the young ladies hosted by Grit & Grace will also meet female mentors, including stock contractors and those working throughout the PBR industry, who will share personal stories while discussing goal setting, honoring others, and developing selfless compassion, graceful confidence, and a patriotic spirit.



COWBOYS FOR A CAUSE

Cowboys for a Cause is PBR's annual charity bull riding event raising money for deserving families. In its first two years, bringing the world's top bull riders and bucking bulls aboard the USS Lexington, a storied, decommissioned aircraft carrier docked in Corpus, Christi, Texas, the initiative raised more than \$750,000. Both events thanked and supported military families and those who make our way of life possible.

After holding the inaugural event in Dec. 2020, in 2021, during Labor Day weekend, PBR returned to the USS Lexington, for the second iteration of *Cowboys for a Cause*, featuring an expanded field of 24 riders divided into eight teams, as the riders vied for both a prize purse and world points.

Following the passing of Amadeu Campos Silva, the participating riders rallied to donate the \$100,000 *Cowboys for a Cause* purse to the young rider's family, which was matched by the PBR. Additional funds from league partners Ariat, Pendleton Whisky, American Hat Co., Yeti, Boot Barn, and CEAT were also donated to Silva's family.

In conjunction with PBR's newest partner Kubota, along with Bad Boy Mowers, the charity event also raised \$125,000 for Farmer Veteran Coalition, which provides continued learning, grants, and other support to veterans who have joined the agricultural community.



WESTERN SPORTS FOUNDATION

WESTERN SPORTS FOUNDATION

WESTERNSPORTSFOUNDATION.ORG

Western Sports Foundation (WSF) is a 501 (c)(3) non-profit organization dedicated to enhancing the overall success of western sports athletes by advancing their health and well-being. WSF pursues its mission by providing medical, life counseling and financial resources to meet the athletes' immediate needs and prepare them for life beyond competition.

Western Sports Foundation acknowledges the sacrifices competitors have made to develop and expand all western lifestyle sports. Athlete health and wellness has been, is, and will always be paramount. Recognizing that emotional, mental and financial health are as important as physical health, Western Sports Foundation is focused on total athlete wellness and offers services and resources that focus on total wellness.

WSF comes from a long tradition of caring for athletes and their families. Formerly known as the Rider Relief Fund, the organization was founded in 1998 following Jerome Davis' career-ending injury while bull-riding.

Western Sports Foundation continues to attract and receive philanthropic support from thousands of friends, fans, sponsors, participants in and around all western lifestyle sports.

Those interested in making a tax-deductible donation to or receiving more information about the Western Sports Foundation visit www.westernsportsfoundation.org.



FLINT RASMUSSEN

PBR is a unique blend of sports and entertainment, and to many, Flint Rasmussen is the glue holding it all together. As the official entertainer of the PBR since 1998, Rasmussen's job is to keep the show moving and 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," said 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, as well as a member of the band and choir, preparing him to hit the high notes to this day when on the dirt singing some of his favorite songs from the likes of Journey and Billy Joel.

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 arena.

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 Montana, with his daughters, Shelby Rae and Paige. Rasmussen regularly participates in community activities, including speaking at area schools, and is the host of the According to Flint, an innovative podcast reaching beyond the western demographic with stories, humor and interviews and now also featured as a weekly, half-hour show on RIDEPASS on Pluto TV.

"Most people don't get to do what they dreamed of doing as a child," said 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."



MATT MERRITT

Matt Merritt is the official entertainer of the PBR Pendleton Whisky Velocity Tour, travelling coast-to-coast with the organization's expansion series. Hailing from Minden, Louisiana, Merritt began entertaining in high school and worked his first PBR event in 2004, delighting home-state crowds at the Touring Pro Division's event in Thibodeaux, Louisiana.

What sets Merritt apart is his willingness to try anything to get a laugh. It is Merritt's job to keep crowds across the country laughing and it doesn't matter if the laugh comes at his expense or not, as long as he gets one. He credits Flint Rasmussen for creating a quality standard for entertaining at PBR events as well as chemistry with his announcers and production team to truly create a contagiously fun atmosphere for his audiences.

"I feel like that one little second in time when I am telling a joke, doing something entertaining, and I look up into the stands and see everyone laughing, I know they aren't thinking about their bills, or their sick uncle. Its kind of cool that I get to kind of take the worries away from people."

Matt summed up his personalized approach to each performance.

"You do whatever is local and you try and make every person in those stands feel like this show is for them. And as a whole, you want them to come together and make noise and cheer.

"It's an art form, and I don't have it perfected yet, but I work really hard at it."

When not entertaining, Merritt can be found at home in North Carolina with his wife Bonnie and daughters Ruiz and Etta.



VOICES OF THE PBR

Fans of the PBR never miss a minute of the action thanks to veteran arena announcers Clint Adkins and Matt West, along with a host of other accomplished commentators on the league's additional tours. In addition to announcing the riders and bulls along with the ride scores, the pair also provides interesting facts and anecdotes to fans in the arena and watching online.



>>> CLINT ADKINS

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. Some fans might recognize his voice as the arena announcer in the film, "The Longest Ride." The accomplished bass angler and his wife, Jodi, live near Huntsville, Texas, with their daughters, Riley and Emily.



>>> MATT WEST

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 Pendleton Whisky Velocity Tour Finals in Kentucky in 2015 before announcing at the PBR World Finals in 2016. He also produces and hosts the Matt West Now podcast, and additionally announces rodeos, while also expanding into non-rodeo events, as well as doing work as a commercial voice talent and on television. West, who also operates the popular Oklahoma-based gym Westfit, resides in Delaware, Oklahoma, with his wife Megan.



>>> LUKE KAUFMAN

Luke Kaufman has been a live-event announcer for PBR, in addition to many other events within the Western sports world, for the past 14 years. Kaufman's expertise and knowledge comes from the multitude of roles he has held within the sport, the vast number of events he has been a part of, and the fact that he is, first and foremost, a bull riding fan. His travels have taken him to more than 250 live events in 40 different states and five Canadian provinces, entertaining millions of fans along the way.

VOICES OF THE PBR ... CONTINUED



»» SCOTT GROVER

Fueled by his love for Western sports, Morrowville, Kansas, native Scott Grover began announcing when he was a sophomore in college. He turned his passion into a professional career in 2005 and announced his first PBR event in 2007. Grover has worked countless events, including the PBR Canada and Pendleton Whisky Velocity Tour Finals, and on the elite Unleash The Beast. Grover draws on his extensive background in rodeo, including announcing the first WCRA Rodeo Showdown. When not travelling, Grover can be found spending time with his wife Becky, and children Statler, Lano and Clemmie Mae at their home in Camden Point, Missouri.



»» CREED ROBERTS

A former bareback rider, Texan Creed Roberts got his start announcing in 1999 when he worked a 10-week rodeo in Cypress, Texas. Roberts announced his first PBR event in 2004, voicing the Brent Thurman Memorial in Georgetown, Texas. The lifelong Sealy, Texas resident doesn't slow down when he isn't at the arena, working with his family in construction supply and running a cattle company.



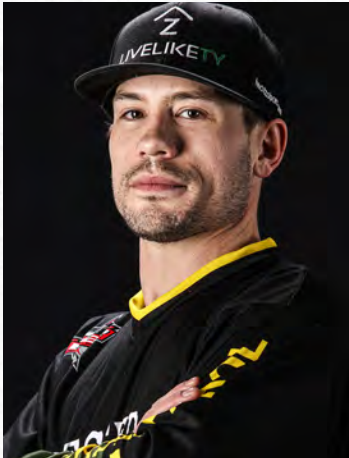
»» RAY CHAMP

Montana-man and former bull rider Ray Champ grew up in Crow Agency, a reservation in southern Montana. In 2005 when an announcer didn't show to an open rodeo that he was entered in, the committee offered cash and to cover entry fees for anyone who wanted to try their hand at announcing the event. Champ's traveling partners finally pushed him to raise his hand in the crowd, and he nervously announced his first event. Champ announced his first PBR event in Jacksonville, Florida in 2020.

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.

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. The job requires athleticism, speed, the ability to sense where the bull is going before the bull even knows, and communication – the bull fighters often employ "zone coverage."



»» 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 and has been 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, also rode on the PBR premier series and has now transitioned to bullfighting. Like his counter-parts Shorty Gorham and Cody Webster, on select PBR telecasts Byrne also provides viewers commentary from the dirt as he works to protect the world's best bull riders.



»» SHORTY GORHAM

Since 2011, bullfighter Shorty Gorham has been an on-air commentator for PBR broadcasts, a truly unique role for an active participant in a professional sport. He joined the PBR in 2006 and was been voted to work the World Finals 13 times. 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."



»» FRANK NEWSOM

Known as the "Fearless One," Frank Newsom is one of the toughest bullfighters to ever enter the arena. The Oklahomanative has been fighting bulls for the majority of his life – now a quarter century, professionally – and has stayed at the pinnacle of the sport, fighting at the PBR World Finals 19 times.

PBR BULLFIGHTERS ... CONTINUED



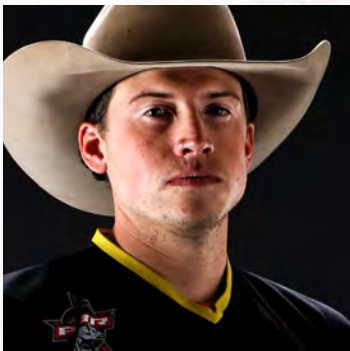
»» LUCAS TEODORO

The lone Brazilian bullfighter on PBR's elite tour, Lucas Teodoro protects his Brazilian brethren, as well as the other contenders, inside the arena as a part of the top cowboy protection team in the world's leading bull-riding organization. Across the Unleash The Beast and the Pendleton Whisky Velocity Tour, Teodoro can be seen crisscrossing the country throughout the 2021 season.



»» COOPER WALN

South Dakotan Cooper Waln has fought bulls since he was 15 years old. Growing up, Waln's family owned a stock contracting business that supplied animals for rodeos. One day, a bullfighter failed to show, and Waln was thrust into the spotlight so the rodeo could happen. Since then, he says he's been hooked. If Waln isn't fighting bulls he's working on the ranch raising his cattle.



»» CODY WEBSTER

Cody Webster has been a prodigy of Frank Newsom's since he was 11 years old, earning his first opportunity to work the World Finals in 2014. Webster made his 9th appearance at the National Finals Rodeo in 2021. The Oklahoman is a consistent member of the protection team at premier series tour stops and will be entering his ninth year as a part of the quartet. Webster was once again selected to work the World Finals in 2021, his eighth nomination.. In 2022, Webster will also give viewers a glimpse into the role of a bullfighter as he provides real-time analysis from the dirt for CBS.

PBR'S BULLFIGHTERS' UNIFORMS

The bullfighter's uniform has changed over the years. Over-sized 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 bullfighters' protective vest 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. They also carry a knife, used on occasion to cut the bull rope and free a hung-up bull rider.



PBR CHAMPIONSHIP TROPHY

The PBR Cup is a traveling monument to the best riders in the world. As the PBR began its 28th year in 2020, the Championship Trophy was reimaged by Montana Silversmiths, featuring a newly designed Cup.

Made with more than six pounds of silver, atop an eight-sided tower, the PBR Championship Trophy features 27 cancho buckles around the base, inscribed with all the past winners' names. The overall design is reminiscent of the original PBR championship trophy awarded in 1994 to PBR's first top cowboy, Adriano Moraes.

Crafted and manufactured over five months from German silver, diamonds, gold, Ruby Zirconia, and walnut wood, the PBR Championship Trophy is valued at more than \$350,000.



PBR BELT BUCKLE

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

It is the ultimate symbol of cowboy 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 \$1,500, with the buckle awarded to the PBR World Champion valued at more than \$20,000.



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 also serves as Medical Director of the PRCA's Justin Sports Medicine Team.

In addition to caring for bull riders, Dr. 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 Super Doctors® from 2008-2021, he 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; and induction into the Texas Cowboy Hall of Fame in 2013. In 2016, Dr. Freeman received the PBR's Jim Shoulders Lifetime Achievement Award.





PBR'S AUDACIOUS WRECK RELIEF SPORTS MEDICINE TEAM

Veteran athletic trainer Rich Blyn leads the PBR's Audacious Wreck Relief Sports Medicine Team. Blyn, Jeff Bray, Doin Dahlke, Dave Edwards, Tony Marek, Brandon Thome and a national network of trainers are on site to ensure that PBR riders receive the best possible care before, during and after every Unleash The Beast event, including implementing one of the most comprehensive concussion protocols in professional sports. Additionally, Jim Bloomcamp, Eric Buckman and Ryan Carter lead the team responsible for overseeing the Pendleton Whisky Velocity Tour. Blyn, a 26-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 Gilbert, Arizona, in April 2018 where she is the head strength coach for Olympic sports at Arizona 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.



RIDE SCORE & JUDGES

»» RIDE SCORE

Each PBR 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 98.75 points, registered by Jose Vitor Leme aboard Woopaa during the championship round of the 2021 PBR World Finals. In the trip, Leme became the first athlete in PBR history to be awarded a perfect 50 points.

At the start of the 2021 season, the previous high-marked ride record was 96.5 points. That was exceeded three times in 2021. Leme initially re-wrote the record in late July in Tulsa, Oklahoma, aboard Woopaa when he was score 97.75 points. Dalton Kasel also rode Woopaa for a history-making score in 2021. In early October in San Antonio, Texas, he covered the animal athlete for 96.75 points, what is now the third-best score in league history.

»» JUDGES

Each Unleash The Beast event has four judges who award 50 points, 25 points for the bull and 25 points for the rider, 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.



UNLEASH THE BEAST SCORING

The PBR World Champion is the bull rider who accumulates the most world points during the regular season and at the PBR World Finals.

In 2020, PBR revamped its points system, simplifying the format to provide easier tracking for fans and competitors alike. The change also provided more riders the opportunity to earn points. Additionally, it also awarded round points to the Top 11 finishers, increasing the relative number of points awarded in 15/15 Bucking Battles, and making more points available at World Finals relative to other events.

In 2021, PBR again altered the points system. Deviating from a change initially implemented in 2015, riders' event finish would now be determined by their overall finish in the aggregate, as opposed to world points earned throughout the event. Additionally, PBR introduced bonus points to anyone who recorded a score in excess of 70 points. Riders continued to be awarded points for their overall placement in the rounds as determined by their ride score.

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

UNLEASH THE BEAST EVENTS REGULAR SEASON (POINTS SYSTEM 2020)

Finish (Based on ride score/ total)	Round Points	2-Day Average Points	3-Day Average Points	15/15 Round Points	Ride Score Bonus Points
First	20	80	100	50	90+ 9
Second	10	50	63	40	80+ 8
Third	9	36	45	35	70+ 7
Fourth	8	21	27	30	
Fifth	7	17	23	20	
Sixth	6	12	18	18	
Seventh	5	6	12	16	
Eighth	4	5	8	14	
Ninth	3	4	5	12	
Tenth	2	2	3	10	
Eleventh	1	1	2	8	
Twelfth				6	
Thirteenth				4	
Fourteenth				2	
Fifteenth				1	

PBR MAJOR EVENTS

(POINTS SYSTEM
2020 AND BEYOND)

Place	Round	Average
First	30	150
Second	20	94
Third	14	67
Fourth	12	40
Fifth	11	34
Sixth	9	26
Seventh	80	17
Eighth	6	8
Ninth	5	7
Tenth	3	6
Eleventh	2	5
Twelfth	1	4
Thirteenth		3
Fourteenth		2
Fifteenth		1

** Note: Average points are only awarded to first and second-place finishers at those Majors with a progressive-elimination format, such as the Last Cowboy Standing Major featured at Cheyenne Frontier Days.*

WORLD FINALS SCORING

The PBR World Finals points system was modified in 2004 to add importance and drama to the season-ending championship event while ensuring that the PBR World Champion would not be determined prior to the World Finals. By awarding more points at the year-end event, it gave virtually all riders in the Top 10 a mathematical chance of becoming the PBR World Champion.

Beginning in 2020, in an effort to make tracking points easier for fans and competitors, PBR revamped the scoring system for all events globally, including World Finals. Among the changes made, the new scoring system makes more points available at World Finals relative to other events, making the toughest five days in sports even more meaningful in the quest to be crowned the world's best.

As part of the latest revamp to the points system, as of 2021, riders were also awarded bonus points for each qualified ride logged in excess of 70 points.

Below is the current points system:

POINTS SYSTEM AS OF 2021 WORLD FINALS					
Finish	World Finals Round Points	Average Points	Ride Score Bonus Points		
First	80	560	90+	9	
Second	40	350	80+	8	
Third	36	250	70+	7	
Fourth	32	150			
Fifth	28	134			
Sixth	24	114			
Seventh	20	90			
Eighth	16	62			
Ninth	12	30			
Tenth	8	15			
Eleventh	5	5			
Twelfth	4	4			
Thirteenth	3	3			
Fourteenth	2	2			
Fifteenth	1	1			

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: elite Unleash The Beast, Velocity Tour, Touring Pro Division, and PBR international tours in Australia, Brazil, Canada and Mexico.

The Top-35 ranked riders, based on the PBR world standings, will compete at the PBR World Finals. They are also joined by four riders from the PBR Pendleton Whisky Velocity Tour. Those riders are:

- The Top 2 ranked riders from the Velocity Tour season standings who are not already qualified for the PBR World Finals.
- The Top 2 finishing riders from the Velocity Tour Finals event who are not already qualified for PBR World Finals, provided that such rider(s) finished in the Top 5 in the Velocity Tour Finals event.
- If the Top 5 finishers at the Velocity Tour Finals event have already qualified for the PBR World Finals, the remaining two positions will be filled based off the final Velocity Tour standings.
- One international invite.

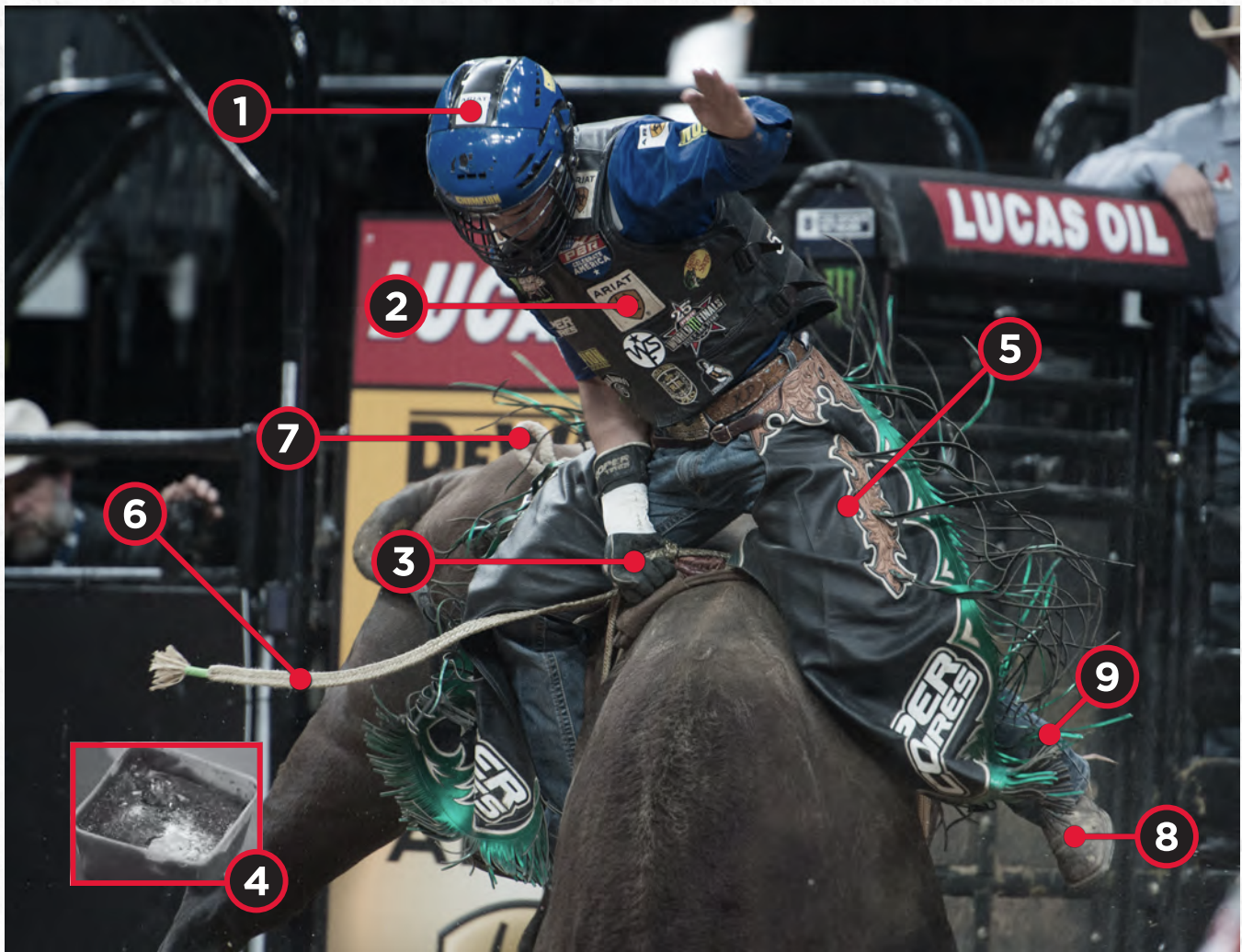
PENDLETON WHISKY VELOCITY TOUR, TOURING PRO DIVISION AND PBR INTERNATIONAL EVENTS POINTS SYSTEMS

Prior to the 2020 season, PBR revised the world standings point system to create easier tracking for competitors and fans.

Below are the points systems prior to 2020, and the one implemented in 2020, for the Pendleton Whisky Velocity Tour, Touring Pro Division and international events.

POINTS SYSTEM PRIOR TO 2020							
	Velocity Tour Regular Season Event		Velocity Tour Finals		International		Touring Pro Division
	Long Round	Aggregate	Rounds	Aggregate	Event Aggregate	Finals Aggregate	Aggregate
1	50	170	80	200	170	270	60
2	25	90	50	125	90	140	30
3	10	55	30	75	55	75	20
4	-	20	20	50	20	20	15
5	-	15	15	40	15	15	10
6	-	10	10	25	10	10	5
7	-	5	5	20	5	5	-
8	-	-	-	15	-	-	-
9	-	-	-	10	-	-	-
10	-	-	-	5	-	-	-

POINTS SYSTEM 2020 AND BEYOND							
	Velocity Tour Regular Season Event		Velocity Tour Finals		International		Touring Pro Division
	Long Round	Aggregate	Rounds	Aggregate	Event Aggregate	Finals Aggregate	Aggregate
1	7	30	15	60	30	60	15
2	4	20	8	38	20	38	8
3	3	10	7	27	10	27	7
4	2	6	4	20	6	20	4
5	1	4	3	16	4	16	3
6	1	3	2	11	3	11	2
7	1	2	1	5	2	5	1
8	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-
10	-	-	-	-	-	-	-



GUIDE TO THE 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 and are mandated for younger riders. Helmets shield the head, while facemasks protect both the face and jaw.

Choosing a hat or helmet used to be a matter of preference. However, beginning with the 2013 season, any competitor born on or after October 15, 1994 is required to wear a protective helmet that is 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.

Older riders who are grandfathered in to having the choice of a cowboy hat will often wear a helmet or facemask after a serious head, face or jaw injury.

»» 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.

>>> 4. 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.

>>> 5. 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.

>>> 6. CHAPS (PRONOUNCED SHAPS)

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

>>> 7. 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 ride. 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.

Bull ropes typically last one season, although some riders replace them more frequently. A metal bell hangs at the bottom of the rope 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.

>>> 8. 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.

>>> 9. 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. When a rider is said to be "spurring" the bull, his spurs don't come in actual contact with the animal; he's extending his legs and boots out to show total control.

ADDITIONAL EQUIPMENT**>>> PROTECTIVE CUP**

While hard for some 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.

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.

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 Unleash The Beast 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. In 2019, Bodacious was awarded the prestigious Brand of Honor.

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 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.

BULLFIGHTERS

The bullfighters distract the bull away from a rider who has been bucked off or who has dismounted following an out. These tough and courageous athletes allow the rider to get back onto his feet and out of harm's way.

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. The rope does not agitate the bull in any way and never goes near the bull's genitals, contrary to popular myths.

BUSHWACKER

Three-time PBR World Champion Bull (2011, 2013, 2014) Bushwacker holds the record for longest buckoff streak in PBR history at 42. 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 that season's 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 switches 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. Those who do are “put on the clock” and face possible disqualification for that out.

COVER

A rider who “covers his bull” has successfully stayed aboard for 8 seconds and earned a score.

COWBOYS FOR A CAUSE

Launched in 2020, the Cowboys for a Cause event is an annual team-formatted, charity bull riding event that aims to raise funds for deserving causes. Two iterations of the unique event have been held to date, both atop the deck of the decommissioned USS Lexington aircraft carrier in Corpus Christi, Texas.

DINK

Sometimes a rider leaves the chute on a bull who neither bucks nor spins. This bull is 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 the 8-second requirement. Additionally, riders delaying in the chute who are “put on the clock” and don’t exit the chute in time do not receive a score.

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.

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. PBR’s bullfighters, equipped with knives, sometimes have to jump in and cut the rider loose.

DRAFT

The PBR has implemented a draft system at elite Unleash The Beast events whereby the riders choose the bull 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 12th ranked rider. Each PBR World Finals also features two rounds where riders draft their bulls.

DRAW

The list of bull riders and the bulls with which they are randomly paired is called the draw. The draw for Unleash The Beast 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 attempt 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.

ENTER

Bull riders must contact the PBR and officially enter an event before they can 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 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 for the elite Unleash The Beast, and Matt Merritt who fills the role on the Pendleton Whisky Velocity Tour.

FADES

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

FLANK MAN

The flank man is the person who fits the flank strap onto the bull in the chute. Bulls respond in different ways to flank straps, so the flank man must know the bull’s tendencies to properly fit the soft cotton rope to each bull. 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, like 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. The flank strap is never pulled too tight so that it would restrict 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 a re-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 rider before 8 seconds elapse, the rider will be disqualified and will not receive a score.

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. Bull riders also receive buckles for winning each regular-season event, and for each round win during the PBR World Finals.

GLEN KEELEY AWARD

The Glen Keeley Award is presented to the Canadian bull rider who earns the most world points during the regular 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, New Mexico.

HONEST BUCKER

While it is unusual, a bull who bucks the same way every time out of the chute is known as an “honest bucker.”

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 using strict and extensive qualifications. Each Unleash The Beast event has four judges, each with 50 points (25 points for the bull and 25 points for the rider) to award per out. 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 PBR 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. He was presented with the inaugural Brand of Honor award in 2011.

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. PBR Co-Founder and Ring of Honor member Cody Lambert is currently the Livestock Director for the organization.

MASON LOWE AWARD

The Mason Lowe Award is presented to the bull rider with the highest-scored ride of the PBR premier series during the regular season. The award is named in memory of Mason Lowe, who was fatally injured at the 2019 PBR event at the National Western Stock Show in Denver, Colorado.

MINIMUM AGE

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

MULEY

A bull without horns is a “muley.”

OFFICIALS

See judges.

OUT

Whenever a bull exits the chute gate with a rider on board attempting to earn a score, it is called an “out.”

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.

PBR GLOBAL CUP

Launched in Nov. 2017, the PBR Global Cup establishes a new world order in bull riding, pitting teams from five nations against one another in a one-of-a-kind event akin to the “Olympics of bull riding,” where record purses and the very dirt they compete upon are on the line. After Team USA won the first-ever event in Edmonton, Alberta, Canada, Team Brazil emerged victorious at the consecutive stops in Sydney, Australia, in June 2018 and Arlington, Texas, in February 2019. In 2020, Team USA made history, becoming the first nation to defend home soil, when it won the 2020 PBR Global Cup USA in Texas. The fifth iteration of the PBR Global Cup is scheduled for March 5, 2022 in Arlington at AT&T Stadium.

PBR HEADQUARTERS

The PBR’s headquarters have been located in Pueblo, Colo. since 2007. In addition to its main office, the PBR has several international offices and dozens of employees on the road at the hundreds of PBR-sanctioned events.

PBR MAJOR

A PBR Major is an event which takes place during the regular Unleash The Beast season, has a unique format and offers increased points and bonus money.

PBR MONSTER ENERGY TEAM CHALLENGE

Launched in 2020, the PBR Monster Energy Team Challenge features 48 of the world’s top professional bull riders split into 12 teams and two divisions, facing off until two teams remain to compete for the championship. In its inaugural year, the competition ran from June 5 - July 12, beginning with closed events at South Point Arena in Las Vegas, Nevada and culminating in a championship weekend at the Denny Sanford PREMIER Center in Sioux Falls, South Dakota July 10-12.

PBR ROOKIE OF THE YEAR

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

PBR TEAM SERIES

Announced in Nov. 2021, PBR will launch its new PBR Team Series in June 2022. A transformational change for the sport, the PBR Team Series, which will span June to November 2022 in its inaugural season, following the May conclusion of the Unleash The Beast, will launch with eight founding teams playing a 10-weekend regular season culminating in a team playoff. Each team will be based in a home market, playing host to an annual bull riding event and Western lifestyle festival. There will also be two “neutral site” league-produced events and the season playoff and championship. The teams with their respective ownership and home market selections will be announced early in 2022.

PBR UNLEASH THE BEAST

The PBR Unleash The Beast is the organization’s elite tour, featuring the Top 30 bull riders from the world standings.

PBR UNLEASH THE BEAST 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 PBR Unleash The Beast event will advance to the championship round where they will face the event’s most difficult bulls as determined by the PBR Livestock Director.

PBR UNLEASH THE BEAST WORLD FINALS EVENT CHAMPION

The bull rider with the top aggregate score at the PBR Unleash The Beast World Finals will be declared the World Finals Event Champion.

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 WORLD POINTS

PBR world points are awarded as a result of placement in rounds (Unleash The Beast and Pendleton Whisky Velocity Tour events only) and in the event average, and can be earned at all PBR events, including on the Unleash The Beast, Pendleton Whisky Velocity Tour, Touring Pro Division and international tours, 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 on the Pendleton Whisky Velocity Tour, Touring Pro Division and international events, continuing through the PBR World Finals.

PBR.COM

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PENDLETON WHISKY VELOCITY TOUR (PWVT)

The Pendleton Whisky Velocity Tour (PWVT) is the expansion tour of the PBR featuring the up-and-coming riders competing alongside some of the sports veterans. The PWVT feeds the elite Unleash The Beast with new talent. The winner of each PWVT event gets the opportunity to compete at a premier series event to earn the points necessary to remain on the elite tour.

PROFESSIONAL RODEO COWBOYS ASSOCIATION (PRCA)

The Professional Rodeo Cowboys Association (PRCA) is the sanctioning body for rodeo events throughout the United States. While some 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 score. Potential re-ride bulls are selected prior to the event.

REGULAR SEASON

Prior to 2022, the Unleash The Beast regular season began in January and concluded in November. As part of a comprehensive season restructure, to provide the sport never-before-had consistency and structure, while making room for the new PBR Team Series, the annual individual competition schedule was altered. The 2022 PBR Unleash The Beast and Velocity Tour season will now span January-May, with subsequent seasons starting in 2023 lasting from November-May. Following the PBR World Finals, the PBR Team Series will now occur during the traditional second half, with its "regular season" leading to the PBR Team Series playoffs and championship in Las Vegas.

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.

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 makes contact with the animal. Spurs, which help a rider maintain his balance by providing extra grip with his feet, do not cut, scratch, agitate, or harm a bull, whose hide is seven times thicker than human skin.

SPURRING A BULL

When a rider is said to "spur a bull," he's thrusting his boots and legs out to show total control in the ride to gain a higher score.

STOCK CONTRACTOR

The people who own and lease bulls, providing them the very best care, are called stock contractors. Unleash The Beast events feature more than 80 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 40 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 who bucks in one direction then instantly switches to the opposite direction is known to "suck back."

TIPPING

Bucking bulls' horns are trimmed for their own safety as well as that of the bull riders and bullfighters. Tipping is like getting your fingernails trimmed and does not hurt the bulls.

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. Unleash The Beast 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.

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.

WCRA (WORLD CHAMPIONS RODEO ALLIANCE)

WCRA is a professional sport and entertainment entity, created to develop and advance the sport of rodeo by aligning all levels of competition. In association with the PBR, WCRA produces Major rodeo events, developing additional opportunities for rodeo-industry competitors, stakeholders, and fans.

WESTERN SPORTS FOUNDATION

Established in 1999, initially as the Rider Relief Fund, the Western Sports Foundation helps western sports athletes who are unable to compete due to injury with a focus on financial support and total athlete wellness through initiatives for emotional, financial, and mental health. Resistol initially pledged more than \$1 million to create the non-profit, providing assistance to professional, college and high school bull riders and bullfighters injured during competition, and PBR helped launch the broader-reaching WSF in 2018 with a multi-million-dollar commitment. In addition to personal contributions and corporate sponsorships, funds are generated through annual fundraisers including various events, sport tournaments, and live and silent auctions.

WOMEN'S RODEO WORLD CHAMPIONSHIP (WRWC)

Launched in 2020 by the PBR and WCRA, the Women's Rodeo World Championship (WRWC) is a first-of-its-kind, event open to any female athlete in the world competing in breakaway roping, barrel racing, and team roping (heading and heeling).

WRECK

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

YETI PBR WORLD CHAMPION BULL

All bulls that compete on the PBR's premier series are eligible to win the YETI PBR World Champion Bull title, provided they have not been deemed ineligible by the organization. The YETI PBR World Champion Bull will be determined by a bull's Top 8 outs during regular-season events on the Unleash The Beast, plus two outs at the PBR World Finals. The bull with the highest average bull score across those 10 outs will be crowned the YETI PBR World Champion Bull and earn the \$100,000 bonus.