

ATHLETES - RIDERS & BULLS

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YETI PBR WORLD CHAMPION BULL

All bulls who 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 league.

The YETI PBR World Champion Bull will be determined by a bull's Top 8 outs during regular season events on the premier series plus two trips at the PBR World Finals. The bull with the highest average score across those 10 outs will be crowned the YETI PBR World Champion Bull and earn the \$100,000 bonus.

In the event of a tie between two or more bulls after the 10 outs, the bull with the highest average score across two outs at the World Finals is named the YETI PBR World Champion Bull. If there remains a tie among two or more bulls, the World Champion Bull title will be shared among all bulls tied, and the prize money will be divided evenly among the stock contractors of these bulls.

PBR will maintain the bull standings during the course of each season. At the conclusion of the regular season, the stock contractors for the Top 3 bulls with the highest regular-season average (average of Top 8 scores) will receive the following bonuses: 1st: \$25,000, 2nd: \$10,000, 3rd: \$5,000.

YEAR	BULL	STOCK CONTRACTOR
2021	WOOPAA	BARKER BULLS/HOOKIN' W RANCH
2020	SMOOTH OPERATOR	DAKOTA RODEO/JULIE ROSEN/CLAY STRUVE/CHAD BERGER
2019	SMOOTH OPERATOR	DAKOTA RODEO/JULIE ROSEN/CLAY STRUVE/CHAD BERGER
2018	SWEETPRO'S BRUISER	D&H CATTLE CO./BUCK CATTLE CO.
2017	SWEETPRO'S BRUISER	D&H CATTLE CO./BUCK CATTLE CO.
2016	SWEETPRO'S BRUISER	D&H CATTLE CO./BUCK CATTLE CO.
2015	SWEETPRO'S LONG JOHN	D&H CATTLE CO.
2014	BUSHWACKER	JULIO MORENO/RICHARD OLIVEIRA
2013	BUSHWACKER	JULIO MORENO/RICHARD OLIVEIRA
2012	ASTEROID	CIRCLE T RANCH & RODEO
2011	BUSHWACKER	JULIO MORENO/RICHARD OLIVEIRA
2010	BONES	TEAGUE BUCKING BULLS, LLC
2009	CODE BLUE	WALTON & WAGONER/BERGER & STRUVE
2008	BONES	TEAGUE BUCKING BULLS, LLC
2007	CHICKEN ON A CHAIN	ROBINSON/TEDESCO/LARRY THE CABLE GUY
2006	MOSSY OAK MUDSLINGER	PAGE & TEAGUE BUCKING BULLS
2005	BIG BUCKS	FRONTIER RODEO COMPANY
2004	LITTLE YELLOW JACKET	JOE BERGER/TOM TEAGUE/BERNIE TAUPIN
2003	LITTLE YELLOW JACKET	JOE BERGER/TOM TEAGUE/BERNIE TAUPIN
2002	LITTLE YELLOW JACKET	JOE BERGER/TOM TEAGUE/BERNIE TAUPIN
2001	DILLINGER	HERRINGTON CATTLE CO.
2000	DILLINGER	HERRINGTON CATTLE CO.
1999	PROMISE LAND	TERRY WILLIAMS BUCKING BULLS
1998	MOODY BLUES	TERRY WILLIAMS BUCKING BULLS
1997	PANHANDLE SLIM	TERRY WILLIAMS BUCKING BULLS
1996	BABY FACE	TERRY WILLIAMS BUCKING BULLS
1995	BODACIOUS	ANDREWS RODEO CO. INC.

2021 YETI PBR WORLD CHAMPION BULL

»» WOOPAA

In 2020, Woopaa made his World Finals debut in commanding fashion. Marking just his third outing on the premier series, Woopaa took to the dirt contending for the ABBI Classic World Championship. Undeterred by the bright lights of AT&T Stadium, Woopaa burst from the chutes, marked then a career-best 46.75 points as he teamed with Jose Vitor Leme for a 95.75-point score. The ride, which was also the first score aboard the red buckler, clinched Leme's first World Championship and netted Woopaa the prestigious honor of ABBI Classic World Champion.

And in 2021, Woopaa proved that the trip was not a fluke; he delivered a season that has led many to call him one of the greatest animal athletes ever in the PBR, again paired with Leme to set several new PBR records,

"Woopaa just keeps delivering," said PBR Director of Livestock Cody Lambert. "He's like Jose. He just shows up and does what he has to do. He's up against the very best guys every time. That's the thing that people don't realize; it takes a guy like Jose to ride Woopaa. A high-level pro has a chance on him, but that's not guaranteed."

Woopaa concluded 2021 with a dominant 46.93-point world average, finishing 0.58 points ahead of runner-up Chiseled, as he was crowned the 2021 YETI PBR World Champion Bull.

While the honor was earned as a result of his collective efforts throughout the season, Woopaa cemented the title with a trip for the record books.

In what is now one of the greatest rivalries in all of sport, Woopaa found his name across from that of Leme's in the championship round of the World Finals, marking the last out of the season.

"Jose calls Woopaa his buddy, and whenever Jose crawls over or pulls his rope, Woopaa always seems to just look up at him," stock contractor Katie Perschbacher said. "When I had seen that Jose had him in the short round, there was a calmness that kind of came over all of us. Jose knows what to do, and Woopaa and Jose fit like a glove."



As the World Finals got underway, Woopaa remained atop the bull standings with a 45-point effort in Round 2 when he dispatched Daylon Swearingen in 3 seconds.

Woopaa needed a score of 43 points or more to win the 2021 YETI PBR World Champion Bull honor and accompanying \$100,000 bonus. He did that in a manner that etched his name into the PBR record books.

Woopaa and Leme teamed for an all-time, high-marked ride-record obliterating 98.75 points, with Woopaa scored 48.75 points to clinch the 2021 YETI World Champion Bull title and 2021 Bull of the Finals. The 48.75-point bull score is the third-best in PBR history and the highest ever at the PBR World Finals.

“I’m still in shock. 48.75,” stock contractor Laramie Wilson said after flanking Woopaa.

“I just said records were made to be broken before he went, and it was the record,” stock contractor Larry Barker added. “I knew he was going to do it when he rode that bull so good. They are both one-of-a-kind.”

Beyond his dominance at the World Finals, Woopaa was unmatched the entirety of the season. During the 2021 campaign, bulls registered nine bull scores of 47 points or more, with Woopaa responsible for six, including both that were more than 48 points.

Among those season-defining scores, Woopaa was marked 48 points in late July when he and Leme initially broke the all-time ride score record. Matching up in the 15/15 Bucking Battle in Tulsa, Oklahoma, Woopaa was scored 48 points as Leme delivered an unprecedented 97.75-point overall score, setting a record he’d break three months later.

“It’s amazing. It’s absolutely amazing,” Wilson added. “But we couldn’t do it without a rider like Jose to win it. You’ve seen Woopaa buck in the first round and (Swearingen) rode him two seconds, and they marked him 45. It takes a special rider to show him off and be able to show out like he can when Jose draws him. So, it’s amazing.”

“We’ve won two in a row now together,” Barker concluded. “It’s awesome. It’s awesome. I can’t believe it.”



Jose Vitor Leme Rides Woopaa for 97.75 points

YETI BULL OF THE PBR WORLD FINALS

In 2017, PBR revived the YETI Bull of the PBR World Finals award, acknowledging the highest-performing bull at the PBR World Finals each year. The YETI Bull of the PBR World Finals receives a \$25,000 bonus. The honor is awarded to the bull with the highest average score over two outs at the PBR World Finals, and any bull with two outs at the event is eligible. PBR's Livestock Director selects the qualifying bulls for the World Finals, as well as the bulls awarded two outs. Unless otherwise disqualified, the Top 7 bulls in the final season standings are guaranteed to be awarded two outs at the World Finals. In 2007, this award was known as the Mikel Moreno Bull of the World Finals named in honor of Mikel Moreno who lost his battle with leukemia in 2006. Mikel's father, Julio Moreno, is a PBR stock contractor who owns three-time PBR World Champion Bull Bushwacker.

YEAR	BULL	STOCK CONTRACTOR
2021	WOOPAA	BARKER BULLS/HOOKIN' W RANCH
2020	SMOOTH OPERATOR I'M BUSTED	DAKOTA RODEO/JULIE ROSEN/CLAY STRUVE/CHAD BERGER DAKOTA RODEO/CHAD BERGER/CLAY STRUVE/KEN BARNHART
2019	SMOOTH OPERATOR	DAKOTA RODEO/JULIE ROSEN/CLAY STRUVE/CHAD BERGER
2018	LEGIT HOCUS POCUS	DAKOTA RODEO/JULIE ROSEN/CLAY STRUVE/CHAD BERGER D&H CATTLE/BARTHOLD/ALMAND
2017	SWEETPRO'S BRUISER	D&H CATTLE CO.



Jose Vitor Leme Rides Woopaa for 98.75 points

STOCK CONTRACTORS

The PBR uses more than 100 different stock contractors across the United States and Canada with each contractor on average owning 20-200 bulls.

The PBR has set high standards for each stock contractor and their bucking bulls, who need to maintain a certain caliber to ensure that they are in top shape to perform.

PBR Livestock Director Cody Lambert hand picks bulls for each nationally-televised, premier series Unleash The Beast event. Each premier series event utilizes eight to 15 contractors depending upon on the location and quality of the stock, with each contractor suppling approximately seven or eight bulls. Bulls arrive at least 24 hours before the event, allowing them to become acclimated while also being given the opportunity to rest, and become nourished and hydrated before the competition.

STOCK CONTRACTOR OF THE YEAR

The Stock Contractor of the Year is selected by a vote of the Top 40 riders in the current season's PBR world standings at the conclusion of the 24th regular-season premier series event. The PBR Stock Contractor of the Year receives a year-end \$10,000 bonus.

YEAR	STOCK CONTRATOR	LOCATION
2021	CHAD BERGER	MANDAN, NORTH DAKOTA
2020	CHAD BERGER	MANDAN, NORTH DAKOTA
2019	CHAD BERGER	MANDAN, NORTH DAKOTA
2018	CHAD BERGER	MANDAN, NORTH DAKOTA
2017	CHAD BERGER	MANDAN, NORTH DAKOTA
2016	CHAD BERGER	MANDAN, NORTH DAKOTA
2015	CHAD BERGER	MANDAN, NORTH DAKOTA
2014	CHAD BERGER	MANDAN, NORTH DAKOTA
2013	JEFF ROBINSON	MARS HILL, NORTH CAROLINA
2012	JEFF ROBINSON	MARS HILL, NORTH CAROLINA
2011	JEFF ROBINSON	MARS HILL, NORTH CAROLINA
2010	JEFF ROBINSON	MARS HILL, NORTH CAROLINA
2009	CHAD BERGER	MANDAN, NORTH DAKOTA
2008	CHAD BERGER	MANDAN, NORTH DAKOTA
2007	CHAD BERGER & LARRY RYKEN	MANDAN, NORTH DAKOTA & YANKTON, SOUTH DAKOTA
2006	PAGE & TEAGUE BUCKING BULLS	ARDMORE, OKLAHOMA
2005	D&H CATTLE & LAND COMPANY	ARDMORE, OKLAHOMA
2004	D&H CATTLE & LAND COMPANY	ARDMORE, OKLAHOMA
2003	D&H CATTLE & LAND COMPANY	ARDMORE, OKLAHOMA
2002	D&H CATTLE & LAND COMPANY	ARDMORE, OKLAHOMA
2001	D&H CATTLE & LAND COMPANY	ARDMORE, OKLAHOMA
2000	HERRINGTON CATTLE COMPANY	MONT BELVIEU, TEXAS
1999	TERRY WILLIAMS BUCKING BULLS	CARTHAGE, TEXAS
1998	TERRY WILLIAMS BUCKING BULLS	CARTHAGE, TEXAS
1997	TERRY WILLIAMS BUCKING BULLS	CARTHAGE, TEXAS
1996	TERRY WILLIAMS BUCKING BULLS	CARTHAGE, TEXAS
1995	TERRY WILLIAMS BUCKING BULLS	CARTHAGE, TEXAS

2021 PBR STOCK CONTRACTOR OF THE YEAR

>>> CHAD BERGER

In 2021, Chad Berger once again made history when he was honored as PBR's Stock Contractor of the Year for a 11th time – the eighth consecutive season the Mandan, North Dakota-native earned the award, which is voted on by the Top 40 riders in the world standings.

“It gets harder to keep winning,” Berger said. “Everybody wants to knock you off the block and give everything they’ve got to win that award. There is more pressure. So, we have to work at it every day. Just keep adding bulls to the herd, looking for good bulls, trying to do more events.”

Bosting a talent-packed pen, Berger, alongside his partner Clay Struve, has had the most bulls selected to buck at the PBR World Finals for seven consecutive seasons.

The 2021 PBR World Finals was the second consecutive year in which Berger and his partners had 17 bulls selected by PBR Director of Livestock Cody Lambert, and Berger has averaged 17.33 bulls at the Finals since leading the PBR with 16 selections at the 2015 PBR World Finals. In 2017, Berger had an impressive 33 bulls buck at the championship event in Las Vegas, which equated to 21.56% of the entire bull roster.

“You wonder when they’re going to get tired of voting for you,” Berger continued. “All I can do is just make sure I have the best bulls I can possibly have and let the chips fall where they may and keep doing what we do. Keep good people around me.”

“Heck, look at all the turnover we’ve had as far as riders,” Berger added of the numerous newcomers to the premier series in 2021. “How many of them even know me that well? Some of them kids haven’t had a chance to even meet me yet. It’s probably as tough or tougher now than the last couple of years to be able to win it.”

While Berger has many renowned bulls who step off his trailer weekly, one iconic face will be absent in the coming years – two-time YETI PBR World Champion Bull Smooth Operator. After an illustrious career, Berger retired the striking animal athlete at the conclusion of the 2021 season.

Berger, however, is excited for what is to come for Pookie Holler, who went 11-2 on the premier series in 2021, including two buckoffs at the World Finals. The stout buckler averaged 44.5 points per out in 2021.

“Pookie Holler is as good a bull going down the road,” Berger said. “I think a full year with me getting him in shape and me hauling him, he’s got as good a shot as any bull.”

Berger is quick to thank the numerous people on his team that have made his 11 Stock Contractor of the Year titles possible, including his wife, Sarah, daughter, Sadie, and cattle men like Rex Meier, Delbert Nuse and Derek Bevington.

“I’ve got great help, and I try to keep great help. Rex and Delbert, and now Derek joined us, and my family. They play a big part in it. Without good help, you ain’t got nothing. You could be the best quarterback in the world, but if you don’t have an offensive line, you can’t win.”

And while the 2022 season holds a new trajectory for riders and stock contractors alike, Berger’s philosophy remains unchanged.

“Never quit, never give up,” Berger concluded. “Get up every morning and put your nose to the grindstone and keep working hard. I’m always scouting. I’m always looking.”



PBR ANIMAL WELFARE

The PBR is fully committed to ensuring the health, safety, welfare and respect of the animal athletes in the sport. The care and treatment of PBR bulls is a top priority for the organization, and PBR operates under a zero tolerance policy for any mistreatment of an animal associated with the league.

CARE OF THE ANIMAL ATHLETES

- Bulls receive about 10-15 pounds of a special blend of a high-protein grain ration per day. The blend varies depending on the bull's needs and the stock contractor.
- Bulls receive approximately 15 pounds of high-quality hay per day.
- Many bulls receive a B-12 complex vitamin shot monthly as well as nutritional supplements.
- Bulls receive a health inspection any time they have to cross state lines per federal, state and city regulations.
- Bulls are only allowed to travel a maximum of 10 hours per day. After 10 hours, the bulls are rested for 12-14 hours.
- Bulls stand in 6-10 inches of sawdust shavings during transport for their comfort.
- Each stock contractor has a local veterinarian on call for their bulls.
- Many bulls also receive chiropractic care, magnetic pulse therapy, and acupuncture as needed to keep them in top shape and feeling great.



BUCKING BULLS Q&A

Like humans, PBR bucking bulls come in an array of shapes, sizes, and colors, and similarly, their own personalities and talents make them unique. The PBR has a vast number of championship-caliber bulls who compete on the sport's multi-tiered tour structure. The bulls receive treatment consistent with PBR's stringent animal welfare policy; among stock contractors who own the bulls, they are considered to be a "member of the family." Here are some frequently-asked questions about the welfare of PBR bucking bulls and the equipment used in professional bull riding.

Q: Can any bull compete in a PBR event?

A: Not every bull can compete in a PBR event. Saying any bull is suitable for PBR competition is like saying that any human being is fit and talented enough to compete in the Olympics. PBR bulls are the highest-caliber animal athletes in the business. The majority of PBR bulls are bred and born to compete in the PBR arena - products of elite breeding programs that for years have been fine tuning the important role that genetics play in producing a great bucking bull.

Q: What does the average bull weigh?

A: The average PBR bucking bull weighs approximately 1,600-1,700 pounds. PBR bucking bulls very rarely weigh less than 1,200 pounds, and can weigh as much as 2,200 pounds.

Q: What does a bull eat?

A: Bulls eat high-protein feed, which helps them keep their strength and endurance, and high-quality hay, which helps keep them healthy.

Q: Where do bulls live?

A: The bulls of the PBR live on large ranches where they get plenty of exercise. There are many ranches from coast-to-coast across North America, Australia and Brazil, helping ensure the best bulls in the world are provided for each event regardless of location.

Q: What is the average PBR bull worth?

A: The monetary value of a bucking bull depends greatly upon his proven performance in the arena; however, most PBR bulls are worth at least \$10,000, with a few boasting values of more than \$500,000. A bull's value increases when he becomes a proven sire of other quality bucking bulls.

A PBR bull is ranked just like the riders. When a bull consistently receives high marks, his value increases. The higher the ranking in areas such as overall performance, buck-off percentage, and average rider score, the greater the bull's conceivable worth.

Q: What is the lifespan of a bucking bull?

A: Bucking bulls often live well into their teens, which would be considered geriatric for any bull. Though a bucking bull may often be in his athletic prime around age five or six, many bulls buck past the age of 10. When retiring from competition, they often become sires in breeding programs.



Q: What makes a bull buck?

A: The success of bucking bull breeding programs around the world has proven that genetics are the main factor in determining a bull's desire and ability to buck.

The American Bucking Bull is now a recognized breed of cattle, thanks to the PBR and American Bucking Bull Inc. (ABBI). The ABBI has more than 200,000 animals with bucking bull genetics registered in its database.

The bulls will kick out their hind legs at the height of their bucking action in an effort to dislodge the flank strap – a soft cotton rope – that encircles their body. The flank strap, loosely positioned around the bull's flank, in front of their hips, helps create a more uniform, less erratic bucking performance. Care is taken to ensure that the genitals are not involved; the flank strap never comes in contact with the bull's genitals, and the bulls are not agitated or prodded to buck in any way.

Q: What is a bull rope?

A: The bull rope is what the bull rider holds on to throughout his out. It is wrapped around the chest of the bull directly behind the animal's front legs. At the bottom of the rope hangs a metal bell designed to give the rope some weight so that it will fall off the bull as soon as the rider is bucked off or dismounts the animal. The bell has smooth, round edges and does not harm the bull in any way.

Q: What is the difference between a conventional and a Brazilian bull rope?

A: The most apparent difference is that the ropes are pulled from opposite sides. The conventional rope is pulled from the riding hand side while the Brazilian rope is pulled from the free hand side.

There are also subtle differences in the way the ropes are braided. With a conventional bull rope, the loop – the knotted part of the rope used for adjustment – is on the free hand side of the handle while the tail—the portion of rope that is run through the loop and back to the hand – is on the riding hand side of the handle. The Brazilian rope is braided with the loop on the riding hand side and the tail on the free hand side. The style used is the one which the rider feels gives the best grip. Neither style harms or agitates the bull in any way.

Q: Do the spurs worn by a rider cut or scratch a bull?

A: Bull riders wear spurs that are required to have dull, loosely locked rowels – the wheel-like part of the spur that comes into contact with the animal. The spurs help a rider maintain his balance by giving him added grip with his feet. The spurs do not cut or scratch a bull's hide, which is seven times thicker than a human's skin.

Q: Is there a veterinarian on site at all PBR events?

A: There is always a designated veterinarian either on site or on call assigned to the PBR's premier series and Velocity Tour events. If there appears to be a sick or injured bull at an event, the veterinarian is notified immediately. Health papers are also required for all animals arriving at an event. They are inspected as they are unloaded prior to competition.

PBR stock contractors treat their bulls with respect and the best care available because they are a huge investment, an essential part of their livelihood, and truly gifted animal athletes.



BULL INJURIES

It is extremely rare that a PBR bull is injured in competition; however, bulls that suffer a career-ending injury are retired to stud and live the balance of their lives as healthy, fully capable breeding bulls. While their injuries may prevent them from competing at the PBR level as an animal athlete, they do not impede their quality of life or ability to function.

PBR POLICY FOR INJURED BULLS

- At premier series events, a vet is on-site or on-call at all times during the performances.
- In most cases involving bulls suffering an injury in the arena, they are able to leave on their own.
- In the case of a bull not being able to leave under his own power, PBR has the ability to assist and ensure a safe departure of the injured bull.
- At all premier series events, a sled is available upon which the bull is secured and taken from the arena, usually by a skid steer.
- After an injured bull has exited the arena, he is put on a trailer and taken to the veterinarian's office or bull housing for further evaluation.
- In the case of serious injuries requiring treatment outside the arena, updates to the bull's condition will be released to the public upon PBR's approval.

For more information on the PBR's Animal Health, Welfare and Safety Practices, please visit pbr.com.





AMERICAN BUCKING BULL INCORPORATED (ABBI)

PBR and a visionary group of stock contractors, recognizing the value and importance of preserving bucking bull genetics, acquired a DNA Registry formerly known as RSR (Rodeo Stock Registry) in 2003. This database was the foundation of American Bucking Bull Inc. (ABBI), and has since had its database of registered animal athletes swell 10-fold.

ABBI is the largest bucking cattle registry in the world with more than 200,000 DNA-registered animals. These animals are recognized as being part of a unique breed called American Bucking Bull – registered bulls who can compete at ABBI events for prize money. As breeding these animal athletes has become more of a science, their buck-off rate against the cowboys has risen.

The formation of ABBI as a separate entity has added a whole new dimension to the sport of bull riding. ABBI offers valuable incentives to bull breeders, while tracking and preserving the lineage of today's top competition bulls.

The ABBI sanctions and produces marquee events for bucking bull breeders, including the Classic World Finals and Futurity World Finals, which both began in 2004. ABBI paid more than \$4.4 million to bucking bulls in 2021, including nearly \$1.8 million in Las Vegas alone during the season-culminating World Finals. Superstar animals such as three-time PBR World Champion Bulls Bushwacker and SweetPro's Bruiser began their careers competing at ABBI events.

The ABBI Classic World Finals features the top Classic (3- and 4-year-old) bulls competing for an estimated purse of more than \$480,000, while the ABBI Futurity World Finals features the top futurity (2-year-old) bulls competing for an estimated purse of \$120,000.

FREQUENTLY ASKED QUESTIONS

Q: What is an ABBI Classic event?

A: An ABBI Classic event is an event which is open to ABBI registered 3- and 4-year-old bulls, typically held in conjunction with a PBR-sanctioned event. The bulls are ridden by cowboys and receive scores by a panel of ABBI judges. These scores are independent of the score the cowboy receives, with a score of 100 being perfect. Any bull score in the 90s is considered to be outstanding.

Q: What is an ABBI Futurity event?

A: An ABBI Futurity event is an event open to ABBI registered 2-year-old bulls. Rather than a rider, each bull has a 25-pound box (dummy) placed on his back which is released via remote control at 4 seconds. ABBI judges award the animal a score based on his performance during the 4 seconds.

Q: What is the American Heritage Futurity event?

A: The ABBI American Heritage Futurity event, held each spring, is unique in that animals are entered into the system as calves and sustaining payments are made in the years leading up to the event. The payout depends on how many animals are entered each year with the winner typically earning around \$100,000; however, it isn't unusual for close to \$500,000 to be paid in prize money.

Q: How does the ABBI register animals?

A: Breeders submit an application with information such as date of birth and potential parentage and a DNA sample (blood or tail hair). Following verification of parentage using the sample, the animal is issued a registration certificate. The registration certificate is entered into the ABBI database with the verified parentage and DNA profile.

Q: What is the ABBI Classic World Finals?

A: A: The ABBI Classic World Finals features the ABBI's top 3- and 4-year-old bulls, (based upon the regular season standings) competing for an estimated purse of more than \$480,000, with the World Champion and Finals event winner each receiving a 100,000 bonus.

Q: Can females be registered with the ABBI?

A: It is essential that females be registered to ensure the complete genetic record of a bucking bull is preserved. Also, many breeders believe that the dam (mother) is as important as the sire (father), if not more so, in producing a great bucking bull.

Q: Who owns the ABBI?

A: The PBR owns 50 percent of the ABBI with the remainder owned by a group of breeders and stock contractors who purchased interest in the organization when it was created.

Q: What makes an American Bucking Bull buck?

A: Bucking is a natural instinct; a bull can't be made to buck and is in no way agitated or prodded to buck. The success of bucking bull breeding programs around the world, with managed and deliberate mating sessions, has proven that genetics are the most prevalent factor in determining a bull's desire and ability to buck.

Careful selective breeding has encouraged this natural behavior in certain genetic lines. The American Bucking Bull breed as a whole has been improved as breeders select bulls for their athleticism, bucking desire and confirmation.



ABBI CLASSIC WORLD CHAMPION BULL AND ABBI FINALS CLASSIC CHAMPION

The ABBI Classic World Champion Bull is the top 3- or 4-year-old bull as determined by his Top 6 scores headed into the World Finals, in addition to his two performances at the season-culminating event. In addition to earning the coveted title, the bovine athlete is also awarded a \$100,000 bonus.

In 2018, the ABBI began to crown a Finals Classic Champion Bull. The honor, which also includes a \$100,000 bonus, is awarded to the Classic bull with the top score across his two outs at the World Finals.

ABBI CLASSIC WORLD CHAMPION BULLS			
YEAR	BULL	STOCK CONTRACTOR	LOCATION
2021	JUJU	TOMMY JULIAN/D&H CATTLE	ARDMORE, OKLAHOMA
2020	WOOPAA*	BARBER BULLS LLC	MESILLA PARK, NEW MEXICO
2019	CHISELED*	D&H CATTLE CO./FLINN	ARDMORE, OKLAHOMA
2018	HOCUS POCUS*	BARTHOLD/ALMAND/D&H CATTLE CO.	ARDMORE, OKLAHOMA
2017	HIGH TEST	TOMMY JULIAN/D&H CATTLE CO.	ARDMORE, OKLAHOMA
2016	WICKED STICK	DAKOTA RODEO/BERGER-STRUVE	MANDAN, NORTH DAKOTA
2015	BRUISER	D&H CATTLE CO.	ARDMORE, OKLAHOMA
2014	LONG JOHN	D&H CATTLE CO.	ARDMORE, OKLAHOMA
2013	THE ROCKER	WYATT CROWDER BUCKING BULLS	FORT LUPTON, COLORADO
2012	SHEPHERD HILLS TESTED	LUTHY/DUCKWALL/D&H CATTLE/SHEPHERD HILLS CUTLERY	
2011	BACK BENDER	ACKERMAN/COX	STEPHENVILLE, TEXAS
2010	BUSHWACKER	JULIO MORENO/RICHARD OLIVEIRA	ORANGEVALE, CALIFORNIA
2009	BLACK PEARL	RAVENSROFT/BOYD-FLOYD BULL CO.	STEPHENVILLE, TEXAS
2008	CROSSWIRED	D&H CATTLE CO./CLIFTON WIGGINS	ARDMORE, OKLAHOMA
2007	TROUBADOUR	JULIO MORENO BUCKING BULLS	ORANGEVILLE, CALIFORNIA
2006	GOD'S GIFT	DON KISH BUCKING BULLS	RED BLUFF, CALIFORNIA
2005	STRAY KITTY	D&H AND BUCK	ARDMORE, OKLAHOMA
2004	BIG DEAL	D&H AND BUCK	ARDMORE, OKLAHOMA

**This bull was also the ABBI World Finals Classic Event Champion*

Note: In 2020, the ABBI World Champion Classic Bull and ABBI World Finals Classic Event Champion was determined by the bulls' trips at the 2020 PBR Pendleton Whisky Velocity Tour Finals in Sioux Falls, South Dakota, and at the 2020 PBR World Finals in Arlington, Texas, bucking once at each event.

ABBI FINALS CLASSIC CHAMPION BULLS			
YEAR	BULL	STOCK CONTRACTOR	LOCATION
2021	LISTON	D&H CATTLE	ARDMORE, OKLAHOMA
2020	WOOPAA*	BARBER BULLS LLC	MESILLA PARK, NEW MEXICO
2019	CHISELED*	D&H CATTLE CO./FLINN	ARDMORE, OKLAHOMA
2018	HOCUS POCUS*	BARTHOLD/ALMAND/D&H CATTLE CO.	ARDMORE, OKLAHOMA

**This bull was also the ABBI Classic World Champion.*

ABBI FUTURITY WORLD CHAMPION BULL

The ABBI Futurity World Champion is the 2-year-old bull with the highest score when Top 6 marks of the season are averaged together with his two round scores at the Futurity Finals. Through 2012, bulls qualified for the event based on points accumulated during the regular season. Starting in 2013, the event was open to all ABBI-registered, futurity-age bulls. Beginning in 2018, the event featured the Top 60 qualifiers based on regular-season money won.

YEAR	BULL	STOCK CONTRACTOR	LOCATION
2021	SUCKER PUNCH	TOMMY JULIAN/JIRL BUCK/D&H CATTLE CO.	ARDMORE, OKLAHOMA
2020	LITTLE V	CORD MCCOY/KEVIN GRABER	ADA, OKLAHOMA
2019	CHERRY BOMB	FLINN/D&H CATTLE CO.	ARDMORE, OKLAHOMA
2018	RIDIN SOLO	SARA & CORD MCCOY/STEVE BEST	ADA, OKLAHOMA
2017	AUDACIOUS	444 BUCKING BULLS/D&H CATTLE	ARDMORE, OKLAHOMA
2016	TANGO	WYATT CROWDER BUCKING BULLS	FORT LUPTON, COLORADO
2015	FREQUENT FLYER	D&H CATTLE CO. /ERWIN CATTLE	ARDMORE, OKLAHOMA
2014	GRUMP	HARRISON/D&H	ARDMORE, OKLAHOMA
2013	AMIGO II	STOLTZFUS CATTLE COMPANY	LEON, IOWA
2012	JUNGLE FEAR	PILLOW BUCKING BULLS	LAWTON, OKLAHOMA
2011	JUNGLE SMOKE	PILLOW/BARRETT	LAWTON, OKLAHOMA
2010	RAGIN J.T.	TUTTLE/JAYNES GANG	BEAUMONT, TEXAS
2009	PURE SMOKE	SCOTT ACCOMAZZO	STEPHENVILLE, TEXAS
2008	COPP HOU	JERRY COPP	TULSA, OKLAHOMA
2007	DEJA BLU	JUSTIN MCKEE	WINSTON-SALEM, N.C.
2006	COMET'S GOLD	LYNDAL HURST/VERNON GUIDRY	MADISONVILLE, TEXAS
2005	CRAZY TRAIN	D&H CATTLE CO.	ARDMORE, OKLAHOMA
2004	STRAY KITTY	D&H AND BUCK	ARDMORE, OKLAHOMA

RIDER BIOS

1. Jose Vitor Leme	17	27. Eduardo Aparecido	74
2. Kaique Pacheco	20	29. Colten Fritzlan	76
3. Cooper Davis	23	30. Ezekiel Mitchell	78
4. Joao Ricardo Vieira	26	31. Austin Richardson	80
5. Mauricio Moreira	28	32. Adriano Salgado	82
6. Boudreaux Campbell	30	33. Cole Melancon	84
7. Dener Barbosa	32	34. Manoelito de Souza Junior	86
8. Derek Kolbaba	34	35. Conner Halverson	88
9. Eli Vastbinder	36	36. Cody Nance	90
10. Silvano Alves	38	37. Fernando Henrique Novais	92
11. Mason Taylor	40	38. Thiago Salgado	94
12. Junior Patrik Souza	42	39. Taylor Toves	96
13. Chase Dougherty	44	40. Alvaro Aguilar Alvarez	98
14. Dalton Kasel	46	41. Lucas Divino	100
15. Keyshawn Whitehorse	49	42. Kyler Oliver	102
16. Marco Eguchi	52	44. Ramon de Lima	104
17. Jesse Petri	54	46. Luciano de Castro	106
18. Cody Teel	56	47. Michael Lane	108
19. Claudio Montanha Jr.	58	48. Aaron Kleier	110
20. Rafael Henrique dos Santos	60	50. Dakota Louis	112
21. Joao Henrique Lucas	62	51. Jess Lockwood	114
22. Cody Jesus	64	58. Dakota Buttar	116
23. Marcelo Procopio Pereira	66	69. Matt Triplett	118
24. Paulo Lima	68	101. Stetson Lawrence	120
25. Daylon Swearingen	70	114. Chase Outlaw	122
26. Andrew Alvidrez	72	Colten Jesse	125

#1 JOSE VITOR LEME

Only in his mid-20s, Jose Vitor Leme is already arguably one of the greatest riders to ever compete in western sports. After making the most memorable PBR Unleash The Beast debut in modern times, travelling to the U.S. for the first time in Nov. 2017 and winning the World Finals just a few days later in going a flawless 6-for-6 at the grueling, multi-day championship, he rewrote the PBR record books in 2021 en route to his second World Championship. In 2021 Leme broke virtually every major PBR rider record, including twice shattering the PBR's all-time, high-marked ride record. Previously 96.5 points, the record now stands at 98.75 points achieved by Leme when he rode Woopaa en route to his second career World Finals victory. The historic score included the first-ever perfect 50 points awarded to a rider.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD CHAMPIONSHIP TITLE

2020, 2021

WORLD FINALS APPEARANCES

5

HOMETOWN

RIBAS DO RIO PARDO, BRAZIL

RESIDENCE

DECATUR, TEXAS

HEIGHT

5'6"

WEIGHT

139

BORN

8/15/96

RIDING HAND

LEFT

CAREER EARNINGS

\$5,100,808.50*

HIGH-MARKED RIDE

98.75 POINTS ON WOOPAA DURING THE CHAMPIONSHIP ROUND OF THE PBR WORLD FINALS IN LAS VEGAS, NEVADA, ON NOVEMBER 7, 2021



AWARDS

- FOUR-TIME PBR GLOBAL CUP TEAM BRAZIL QUALIFIER (2017-2020)
- TWO-TIME PBR GLOBAL CUP CHAMPION (2018-2019)
- TWO-TIME PBR WORLD CHAMPION (2020-2021)
- TWO-TIME PBR WORLD FINALS EVENT WINNER (2017, 2021)
- THREE-TIME LANE FROST/BRENT THURMAN AWARD WINNER (2017, 2020 & 2021)
- TWO-TIME MASON LOWE AWARD WINNER (2020-2021)
- 2020 PBR TOURING PRO DIVISION CHAMPION
- 2019 PENDLETON WHISKY VELOCITY TOUR CHAMPION
- 2019 PENDLETON WHISKY VELOCITY TOUR FINALS WINNER
- 2017 PBR ROOKIE OF THE YEAR
- 2017 PBR BRAZIL CHAMPION

JOURNEY TO THE PBR:

- After getting on his first calf at the age of seven, inspired by his father Jose Antonio, a former bull rider in Brazil, Leme abandoned the sport when his parents divorced and the family sold their bulls.
- Living with his mother Silvia, Leme became interested in soccer. He played the sport for 11 years, moving up to the semi-professional level, simultaneously earning numerous titles in karate.
- Leme, however, always felt pulled to bull riding, and at the age of 18 got on his first bull. Despite being away from the sport for nearly a decade, Leme says that soccer taught him how to make quick, agile adjustments and continue at a high-speed of movement while changing his direction, all of which are key to being a successful bull rider.

CAREER IN REVIEW:**2017**

- In 2017, Leme made his PBR Brazil debut, chalking up an extraordinary 82.61% riding average. After winning three event titles, including the National Finals at the famed Barretos Rodeo, Leme was named both the PBR Brazil Champion and Rookie of the Year. Leme's dominating performance - taking PBR Brazil's Triple Crown - earned him a berth to the Pendleton Whisky Velocity Tour Finals.
- For the first time in his life, Leme left Brazil. Going 3-for-4 to finish eighth at the Velocity Tour Finals, Leme earned a berth to the PBR World Finals as the top-finishing international invite.
- Going a perfect 6-for-6, to capture the World Finals event title, \$300,000 bonus, and Rookie of the Year honors, Leme recorded several PBR records:
 - First rider to win the Rookie of the Year title where the only premier series event entered was the World Finals
 - First to win the Brazil Finals, Brazil Championship, Brazil Rookie of the Year, World Finals and Rookie of the Year honors in the same season;
 - Fifth rider since 2000 to be perfect at World Finals
 - Fifth Rookie of the Year to win the World Finals event.
- After beginning the 2017 World Finals No. 53 in the world, Leme finished the year No. 7.
- Leme then travelled to Edmonton, Alberta, Canada as part of Team Brazil for the inaugural Global Cup, contributing two qualified rides to Team Brazil's runner-up finish.

2018

- In his sophomore season, Leme was in prime form, earning two premier series event wins, including the first regular-season title of his career in Tulsa, Oklahoma, and 11 Top 5 performances through the regular-season.
- At the second PBR World Finals of his career, Leme went 4-for-6, concluding the year No. 2 in the world, 422.5 points behind World Champion Kaique Pacheco.
- During the season, Leme was once again tapped to represent his country at the 2018 Global Cup Australia, going 2-for-3 as Brazil captured the title by 0.75 points.

2019

- After recording an early win on the Velocity Tour in Corpus Christi, Leme started his Unleash The Beast season by capturing the 15/15 Bucking Battle title in New York City during the elite series' season-launch event.
- He won his first premier series, regular-season event of 2019 in mid-March in Duluth, Georgia, and claimed the world No. 1 ranking in April courtesy of a second-place finish in Sioux Falls, South Dakota.
- Despite briefly surrendering the world No. 1 rank, Leme reclaimed his position atop the standings by season's end, earning event victories in back-to-back weekends in Anaheim, California, and Springfield, Missouri.
- Competing at the Velocity Tour Finals, Leme went 2-for-3 to win both the tour's Finals and year-end championship, in addition to expanding his lead atop the rankings.
- At the 2019 PBR World Finals, Leme was unable to hold off a seemingly unstoppable Jess Lockwood who put up four 90-point rides and surpassed him for the World Championship. Leme finished No. 2 in the world, leading the league in the regular-season 90-point rides (11), round wins (18) and bulls ridden (47).
- Once again selected to the Brazilian contingent for the PBR Global Cup in February, Leme made history, recording the first 90-point ride in Global Cup history, helping lead his country to becoming the first ever back-to-back Global Cup Champions.

2020

- In 2020, the western sports world ran out of superlatives to describe Leme's season as he rode his way into the PBR record books and was crowned the 2020 PBR World Champion.
- Leading the world standings for 17 of the 22 weeks of competition, Leme clinched the World Championship during Round 3 of the 2020 PBR World Finals, covering Woopaa for a Lane Frost/Brent Thurman Award-winning 95.75 points. The then high-marked ride of Leme's career also tied for the fourth-highest scored ride ever recorded at a PBR World Finals.
- In addition to winning a league-leading seven Unleash The Beast events and 16 rounds, Leme rode a torrid 44-for-65, notching nine 90-point rides and covering a head-turning 67.69% of the planet's rankest bovine athletes.
- During the regular season, Leme also competed for Team Brazil at the 2020 PBR Global Cup USA, winning the individual aggregate via his 3-for-3 showing en route to the nation's third-place finish.

2021

- In 2021, as Leme rewrote the PBR history books, breaking or tying five PBR records en route to his second PBR World Championship: most round wins in a season (21); most 90-point rides in a season (24); first perfect 50-point rider score; highest-marked qualified ride of all time (98.75 points); and most event wins in a season (tied with 8).
- In winning the 2021 PBR World Championship, finishing 884 points ahead of runner-up Kaique Pacheco, Leme became the second back-to-back PBR World Champion, and is now also the seventh multi-time title holder in history.
- Among his record-setting moments were two qualified rides that obliterated the previous all-time high-marked ride record of 96.5 points. In what is now one of the greatest sports rivalries, Leme registered both historic scores aboard Woopaa, the very bull who propelled him to the 2020 PBR World Championship.
 - In late July during the 15/15 Bucking Battle in Tulsa, Leme and the powerful animal athlete first teamed for a monstrous 97.75-point score.
 - But the best was yet to come, with the two slated to be the final out of the 2021 season, going head-to-head in the championship round of the 2021 PBR World Finals. Leme matched high-leaping Woopaa jump-for-jump in picture perfect form, marked an unprecedented 98.75 points, including the first-ever perfect 50-point rider score.
- While Leme had already clinched the 2021 PBR World Champion title, the score earned Leme the Worlds Finals event victory after going a perfect 6-for-6, and he entered yet even rarer air in the PBR universe: Leme is now just the second rider in history alongside J.B. Mauney to win the World Finals multiple times without bucking off a bull. He is also the fourth rider in history to win the grueling multi-day event against the world's best bulls multiple times.
- Looking back at the broader 2021 season, despite missing eight events, including three following his broken ankle sustained at the season opener in Ocala, Florida, and the final five tour stops of the regular season after injuring his groin muscles when winning the September event in Newark, New Jersey and then aggravating the injury and his abdomen in a subsequent practice session, Leme was dominant when he did compete, winning 40% of the events he rode at.
- He went a torrid 49-for-71, including a 12-out ride streak to end the season, covering 69.01% of his animal athlete opponents.
- In 2021, Leme earned \$1,871,257.92, including \$1,401,800 for his second PBR World Championship and World Finals event win, and is now fifth in all-time money earned in PBR competition with his career earnings topping more than \$5.11 million.

#2 KAIQUE PACHECO

Known as “The Ice Man,” Kaique Pacheco is one of PBR’s most focused, resilient and consistent bull riders, who burst on the premier series scene as the highest-finishing rookie in the sport’s history. His natural aptitude for riding bulls is evidenced by the fact that apart from his injury-ridden 2019 season, he has not finished outside the world’s Top 6 since 2015. In 2018, competing through a torn MCL and PCL, Pacheco fulfilled his dream of becoming a World Champion, outlasting two surging riders to capture the season’s gold buckle and \$1 million bonus.

B-ROLL

(COURTESY PBR)

PHOTOS

(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD CHAMPIONSHIP TITLE

2018

WORLD FINALS APPEARANCES

6

HOMETOWN

ITATIBA, SÃO PAULO, BRAZIL

RESIDENCE

DECATUR, TEXAS

HEIGHT

5'8"

WEIGHT

145

BORN

9/18/94

RIDING HAND

RIGHT

CAREER EARNINGS

\$3,510,415.19*

HIGH-MARKED RIDE

94 POINTS ON CHISELED DURING THE 15/15 BUCKING BATTLE IN OKLAHOMA CITY, OKLAHOMA, ON APRIL 17, 2021



AWARDS

- FOUR-TIME PBR GLOBAL CUP TEAM BRAZIL QUALIFIER
- TWO-TIME PBR GLOBAL CUP CHAMPION (2019 & 2018)
- 2018 WORLD CHAMPION
- 2015 ROOKIE OF THE YEAR

JOURNEY TO THE PBR:

- A third-generation cowboy, Kaique Pacheco hails from a family of Brazilian bull riders, inspired by the careers of his father, uncle and both grandfathers.
- Pacheco got on his first bull at age 12, beginning his professional career in Brazil at age 17.
- In addition to his family’s deep roots in the sport, Pacheco has known three-time PBR World Champion Adriano Moraes since he was 10 years old, attending the legend’s bull riding school while growing up.

CAREER IN REVIEW:

2013-2017

- After riding at the Touring Pro Division level in both the United States and Brazil for two years, Pacheco made his debut on PBR’s elite Unleash The Beast in 2015.
- In just his third event, Pacheco won both the 15/15 Bucking Battle and main event in St. Louis, Missouri.

- At season's end, after winning two additional events, including the PBR Major in Nashville, he finished No. 2 in the world standings - the highest ever for a PBR rookie - and claimed the 2015 PBR Rookie of the Year title.
- In 2016, Pacheco proved his historic rookie season was no fluke, winning three events, including his second PBR Major, crowned the Last Cowboy Standing in Las Vegas, and finished No. 2 in the world standings once again.
- In 2017, Pacheco delivered yet another strong and consistent year with two event wins, including a repeat victory at the Last Cowboy Standing Major. He also competed for runner-up Team Brazil at the inaugural Global Cup.

2018

- In 2018, after a dismal start to the season, at one point sitting No. 21 in the world standings and mired in a 1-for-15 slump, Pacheco returned to his championship form, winning a record third consecutive Last Cowboy Standing title to conclude the first half the No. 1 ranked bull rider in the world.
- Once the elite tour returned from its annual summer break, Pacheco was seemingly unstoppable, winning Unleash The Beast events in Springfield, Missouri, Fairfax, Virginia, and Milwaukee, Wisconsin, which contributed to capturing a league-best five regular season events and three 15/15 Bucking Battles.
- Pacheco travelled to Las Vegas for his fourth career World Finals with a lead of 1,535 points over No. 2 Jose Vitor Leme, but nearly had his dream derailed when tearing the MCL and PCL in his left knee just days prior to the 2018 PBR World Finals while competing at the Pendleton Whisky Velocity Tour Finals.
- Pacheco gritted through this significant injury, and with a 2-for-5 performance inside T-Mobile Arena, he remained atop the world standings. Riding through the pain, he kept ahead of an impressive surge by both Jose Vitor Leme and Cody Teel, to win the 2018 PBR World Championship.
- The standout 2018 season also included Pacheco's dominant performance for event-winning Team Brazil at the PBR Global Cup in Sydney, Australia. Going a perfect 4-for-4, Pacheco won the event's individual aggregate in leading his team to international glory.

2019

- Eager to put his previous injury-plagued season in his rearview mirror, Pacheco got a jump on the 2020 season by travelling to Australia, finishing eighth at the Iron Cowboy in Tamworth, and 11th in Melbourne.
- Continuing his comeback, Pacheco was second at both the season launch Unleash The Beast Major in New York City and accompanying 15/15 Bucking Battle to quickly surge to No. 2 in the world. After a runner-up finish the following weekend in Chicago, Pacheco briefly overtook the world No. 1 rank.
- As the season progressed, Pacheco logged four additional Top 10 finishes before returning home to Brazil at the onset of the COVID-19 (coronavirus) pandemic.
- Missing just three events, and slipping one position to No. 6 in the world, Pacheco was a dominant presence in the elite tour's second half - winning the revival of the PBR's iconic Bullnanza in Guthrie, Oklahoma, registering three additional Top 5 finishes before the 2020 PBR World Finals, the fifth of his career, and finishing the unique season No. 6 in the world.
- Apart from the premier series, Pacheco once again competed for Team Brazil at the 2020 PBR Global Cup USA where the nation was third.

2020

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- Apart from the premier series, Pacheco once again competed for Team Brazil at the 2020 PBR Global Cup USA where the nation was third.

2021

- In 2021, Kaique Pacheco once again was in the hunt for the PBR World Championship, battling alongside Leme until the final rounds of the World Finals.
- Compliments of a strong start to the season, which included four event and one 15/15 Bucking Battle victory prior to the end of the first half of the Unleash The Beast season, Pacheco led the world rankings for five weeks.
- While he began the second half of the season No. 2 to Leme, Pacheco remained determined to gain ground on his countryman, steadily inching within striking distance of the top spot, especially after Leme was sidelined by injury.
- Following Leme's injury sustained in winning the event in Newark in September, which allowed him to surge to a season-best 866-point lead over No. 2 Pacheco, the "Ice Man," got to work, winning his fifth event of the season the very next weekend in Deadwood, South Dakota and lessening Leme's stronghold from 866 to 726.5 points.
- Despite being shut out the subsequent two weekends, Pacheco registered back-to-back Top 10 efforts at the final regular-season Unleash The Beast events prior to the World Finals, closing within 607 points of the No. 1 rank.
- Not missing a beat, Pacheco accepted a World Champion invite to compete at the 2021 PBR Pendleton Whisky Velocity Tour Finals, finishing fifth and earning another valuable 17 world points.
- Pacheco went 5-for-6 at the PBR World Finals, but despite finishing second, his efforts were not enough to overtake Leme, who went 6-for-6. Pacheco, finished second in the world standings by 884 points.
- While Pacheco fell short of a second gold buckle, he set several career bests. He tied his career-high for event wins (5) by covering a career high 53 of his 87 draws on the Unleash The Beast (53.54%). He also set a new career-best score during his campaign, covering Chiseled for 94 points in April en route to the 15/15 Bucking Battle victory in Oklahoma City, Oklahoma.

#3 COOPER DAVIS

A powerful example of the impact words can have, had it not been for a bull riding legend colorfully commenting about his weight, Cooper Davis may have never actualized his potential. Davis committed to a holistic fitness plan in 2015 and quickly ascended to western sports stardom, crowned the 2016 PBR World Champion. He's been contender every year since, embroiled in some of the PBR's most exciting, and historic battles for the coveted gold buckle.

 @COOPERDAVIS1994

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD CHAMPIONSHIP TITLE
2016

WORLD FINALS APPEARANCES
7

HOMETOWN
JASPER, TEXAS

RESIDENCE
BUNA, TEXAS

HEIGHT **WEIGHT**
5'9" 150

BORN
3/23/94

RIDING HAND
RIGHT

CAREER EARNINGS
\$3,274,284.65*

HIGH-MARKED RIDE
94 POINTS ON CHISELED
IN KANSAS CITY, MISSOURI,
ON MARCH 21, 2021



AWARDS

- THREE-TIME PBR GLOBAL CUP TEAM USA QUALIFIER
- 2017 PBR GLOBAL CUP CANADA CHAMPION
- 2016 PBR WORLD CHAMPION
- 2016 LANE FROST/BRENT THURMAN AWARD WINNER
- 2015 PBR WORLD FINALS EVENT WINNER

JOURNEY TO THE PBR:

- Unlike many other riders, Cooper Davis didn't grow up in a rodeo family. His fascination with the sport began watching bull riding on television.
- When he was 11 years old, Davis' sister dated bull rider Clayton Foltyn, and being around the Texas cowboy made Davis want to ride.
- Davis started on junior bulls and soon elected to quit football, which he had played for two years, to pursue bull riding full time.
- Foltyn, Davis' source of inspiration, remains an influential force in his career and the guy he'll call if he's ever in a slump. Davis also credits Terry Don West and Jim Sharp for inspiring him early in his career, saying he thinks his riding style is similar.
- Davis' decision to quit football has proved dividends, with the poised cowboy having already won one PBR World Championship. His biggest fans are wife Kaitlyn and son Mack, who can often be seen donning a matching outfit like dad.

CAREER IN REVIEW:**2015**

- Davis joined the elite PBR Unleash The Beast in February 2015, culminating his rookie season by winning the 2015 PBR World Finals event title, becoming just the fourth rookie to accomplish the feat.
- After being called “fat” by a blunt-spoken bull riding legend, the Texas native lost more than 25 pounds in a span of two months in the second half of the 2015 season leading into his World Finals victory. Davis continued his rigorous diet and exercise regimen during the 2016 season and has been one of the sport’s top riders since.

2016

- In 2016, Davis hit a hot streak in the second half of the elite tour’s season, winning three events, including back-to-back wins at the Music City Knockout in Nashville, Tennessee, marking his first career regular-season and Major win, and Tulsa, Oklahoma.
- Davis then used a second-place finish in nearby Thackerville, Oklahoma, to reach No.1 rank in the world standings for the first time in his career.
- He broke his collarbone in September and underwent surgery to have a steel plate and three screws put into his clavicle, only to return to competition a mere 17 days later. Fifty-three days later Davis was PBR World Champion.
- After one of the tightest points battles in PBR history, Davis put up a 91-point ride on Catfish John in Round 5 of the PBR World Finals to come from behind and emerge the 2016 PBR World Champion following a dramatic three-way battle with 2015 Rookie of the Year Kaique Pacheco and two-time World Champion J.B. Mauney.

2017-2019

- A year-long contender for the title in 2017, Davis, who won two 15/15 Bucking Battles and one event during the regular-season, reached a season-best No. 2 in the world, concluding the year No. 3, 579.17 points behind World Champion Jess Lockwood, after going 2-for-6 at his third World Finals.
- Davis capped the 2017 season as the Captain of Team USA at the inaugural PBR Global Cup in Edmonton, Alberta, Canada. He logged two qualified rides for his home country which won the historic five-nation, international showdown.
- After finishing No. 7 in the world in 2018, Davis was back in the race for the coveted gold buckle in 2019.
- A win just before the summer break in Green Bay, Wisconsin, foreshadowed a tremendous second half from the World Champion, which included a second Unleash The Beast victory in Greensboro, North Carolina.
- While Davis entered the World Finals ranked No. 5, a broken wrist hampered hopes of a second World Finals event win as Davis went 2-for-6.
- At the first-ever PBR Global Cup on American soil, Davis, riding for the Red, White and Blue for the third time, went 3-for-4, leading Team USA Eagles to a runner-up finish. In the individual aggregate, Davis finished first.

2020-2021

- As fast as Davis’ 2020 season began, it was put on pause. After bucking off Midnight Rock in 2.79 seconds during the championship round of the season-launch event in New York City, Davis fractured his neck, sidelining him for nearly the entire first half.
- Remaining focused on earning his second PBR World Championship, Davis returned in late May in Sheridan, Wyoming, winning the city’s Touring Pro Division event.
- When the second half of the elite Unleash The Beast resumed in Bismarck, North Dakota in August, Davis’ momentum continued. After recording two Top 10 efforts through his first three elite tour events back, the soft-spoken Texan captured his first Unleash The Beast victory of 2020 in Lincoln, Nebraska.

- At year's end, Davis finished short of his second World Championship, but concluded the season on a high note, qualifying for his sixth career PBR World Finals, where he was ninth. Beginning the second-half of the season No. 28 in the world, Davis's surge allowed him to gain 20 positions, finishing the year No. 8 in the world.
- In 2021, Davis was one of five different riders to hold the world's No. 1 rank throughout the season, poised atop the standings for five weeks at the start of the year.
- Throughout the regular season, Davis was a force, beginning the seventh PBR World Finals of his career ranked No. 3 in the world, having won two Unleash The Beast events and an accompanying 15/15 Bucking Battle. Despite an eighth-place finish at the year-end event, Davis concluded the 2021 PBR World Championship race No. 3, 1,420 points behind the top spot.
- Among Davis' many highlight moments in 2021 was what is now the high-marked ride of his career. In late March, Davis covered World Champion Bull contender Chiseled for a monstrous 94 points in Kansas City, Missouri.

#4 JOÃO RICARDO VIEIRA (Jo-ow Ricardo Vee-ay-da)

A veteran competitor within the elite PBR Unleash The Beast ranks, seasoned Brazilian Joao Ricardo Viera remains on the hunt for his first PBR World Championship after finishing runner-up to the gold buckle and \$1 million bonus twice in his career. Few competitors have rivaled Vieira, a consistent force atop the world rankings, inside the iconic AT&T Stadium in Arlington, Texas, where the Itatinga-native has earned more than \$895,000, and no rider has been more dominant in the 15/15 Bucking Battle: Vieira has won a PBR-best seven of the special rounds in his career.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS QUALIFICATIONS

9

HOMETOWN

ITATINGA, BRAZIL

RESIDENCE

DECATUR, TEXAS

HEIGHT

5'6"

WEIGHT

163

BORN

7/28/84

RIDING HAND

LEFT

CAREER EARNINGS

\$2,887,226.24*

HIGH-MARKED RIDE

93 POINTS ON I'M LEGIT TOO
IN SIOUX FALLS, SOUTH DAKOTA,
ON APRIL 11, 2021



AWARDS

- TWO-TIME PBR GLOBAL CUP TEAM BRAZIL QUALIFIER (2017, 2019)
- 2019 PBR GLOBAL CUP USA CHAMPION
- 2013 ROOKIE OF THE YEAR

JOURNEY TO THE PBR:

- Joao Ricardo Vieira was born and raised on a farm outside of Itatinga, São Paulo, where his father, Joao Batista da Silva Ambrosio, managed the land and livestock of another family.
- Vieira attended college intending to become a veterinarian, but after completing his undergraduate degree chose to pursue his newfound passion and become a professional bull rider.
- He did not start competing on bulls as an amateur until he was 17, saying that it all started as a joke. Vieira won a national title his freshman year of college and transitioned to PBR Brazil events, before making the jump to PBR's elite Unleash The Beast in 2013, relocating to the United States with just \$15,000 and little knowledge of the English language.

CAREER IN REVIEW:

2013-2016

- In his first-ever season on the elite Unleash The Beast in 2013, Vieira wowed, crowned Rookie of the Year after accumulating 10,739.48 points to finish No. 3 in the world.
- During the 2013 campaign, he rode designated Monster Energy Money Bull TK 500 during the PBR 15/15 Bucking Battle in Hollywood, Florida, for \$123,000, the second largest payout in PBR history for one 8-second ride.

- From 2014-2016, Vieira continued to excel, finishing inside the world's Top 5 each season. In 2014, he finished a career-best No. 2 in the world standings.
- The Brazilian phenom won the Iron Cowboy, a PBR Major, in Arlington, Texas in back-to-back seasons in 2014 and 2015. In 2015, Vieira also won the Last Cowboy Standing Major, collecting more than \$383,000 via the two victories.

2017-2018

- Vieira finished uncharacteristic campaigns No. 12 and No. 21 in the world, in 2017 and 2018, respectively.
- In 2017, Vieira competed as a member of runner-up Team Brazil at the inaugural Global Cup event in Edmonton, Alberta, Canada, contributing two scores.

2019

- Vieira, re-established as a World Championship contender in 2019, was locked in one of the league's fiercest title races alongside Jess Lockwood, Jose Vitor Leme and Chase Outlaw.
- In the season's early weeks, Vieira won back-to-back Unleash The Beast events in Glendale, Arizona, and Sacramento, California, and then recorded his third win of the 2019 campaign a month later at the Last Cowboy Standing Major in Los Angeles.
- His success continued throughout the summer and into the final months of the year as Vieira reached the seventh PBR World Finals of his career with a collective 12 Top 10 finishes on the premier series. After finishing 19th at the World Finals, Vieira concluded 2019 ranked No. 4 in the world.
- In 2019, Vieira once again represented his nation at the PBR Global Cup USA, adding one score to the nation's victorious effort.

2020

- When the 2020 season began in January in New York City, Vieira appeared to be in form that would lead him to his first World Championship. Going a perfect 4-for-4, Vieira won the season-launch Major inside Madison Square Garden, catapulting to the world No. 1 ranking.
- Despite relinquishing the top ranking the next event, Vieira reclaimed the world No.1 standing two weeks later after winning the 15/15 Bucking Battle in Sacramento, California.
- Remaining firmly in the Top 5 for the remainder of the first half, Vieira finished runner-up to the 2020 Iron Cowboy title in Los Angeles, while also logging an additional Top 5 effort, before returning home to Brazil at the onset of the COVID-19 (coronavirus) pandemic.
- Vieira returned to the elite Unleash The Beast for the start of the second-half in Bismarck, North Dakota, in early August. While he had slipped to No. 3 in the world, Vieira climbed to No. 2 by the end of the regular-season after winning his sixth career 15/15 Bucking Battle in Fort Worth, Texas, and dominating the final tour stop in Nampa, Idaho.
- The poised Brazilian's season ended abruptly when he was unable to compete at the 2020 PBR World Finals due to testing positive for COVID-19, once again finishing a heart-breaking No. 2 in the world standings.

2021

- In 2021, for the third consecutive season, Vieira was once again in the hunt for the PBR World Championship.
- While he never ascended to the world No. 1 rank, and finished the season No. 4 in the world, Vieira's season did include a several career-defining moments.
- Compliments of a 90.75-point ride on Top Shelf, Vieira won the late September 15/15 Bucking Battle in Deadwood, South Dakota, marking his seventh win in the special round, the most of any rider in the PBR.
- In Sioux Falls in April, Vieira also logged a new career-best ride score, making the whistle aboard I'm Legit Too for a monstrous 93 points.
- At year's end, Vieira went 3-for-6 at the ninth PBR World Finals of his career to finish 10th. The Top 10 effort was the fourth of Vieira's career at the grueling multi-day championship, and first since 2016 when he was also 10th.

#5 MAURICIO MOREIRA

Walking in the footsteps of his father, young gun Mauricio Moreira is one of the sport's brightest new talents to emerge from Brazil. Actualizing his dad's dream of coming to the United States to succeed amongst the PBR's best, Moreira stunned in his rookie season, reaching even greater heights in his sophomore campaign, leaving fans excited to see what he will accomplish the coming years.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS APPEARANCES

2

HOMETOWN

GAVIÃO PEIXOTO, BRAZIL

RESIDENCE

DECATUR, TEXAS

HEIGHT

5'8"

WEIGHT

137

BORN

6/23/99

RIDING HAND

LEFT

CAREER EARNINGS

\$276,404.29*

HIGH-MARKED RIDE

92.25 POINTS ON COUNTY JAIL DURING ROUND 4 OF THE 2021 PBR WORLD FINALS IN LAS VEGAS, NEVADA, ON NOVEMBER 6, 2021



JOURNEY TO THE PBR:

- Inspired by his father Redner, one of Mauricio Moreira's most vivid memories is watching his dad win the 53rd bull riding competition at the prestigious Barretos rodeo in Brazil in 2008.
- Under the tutelage of his dad, Moreira attempted his first calf at 8 and followed his dad across Brazil as he competed in various rodeos.
- At the age of 15, Moreira himself began competing at rodeos when he secured his permit, often riding alongside his dad. In 2019, the duo both qualified to compete at Barretos.
- While Redner declined the opportunity to travel to the United States to compete, Moreira is living out his father's dream, now a surging star on the elite Unleash The Beast.

CAREER IN REVIEW:

2019

- On July 18, 2019, Mauricio Moreira made his PBR debut at the Brazilian tour stop in Brotas, São Paulo. Going 3-for-5, Moreira finished 8th at the event.
- He competed thrice more amongst the PBR ranks in 2019, recording two additional Top 5 efforts, including a fifth-place finish at the PBR Brazil Finals in Brasília.

2020

- In 2020, under the guidance of veteran rider, and friend of his father's, Fabiano Vieira, Moreira relocated to the United States in an effort to take his career to the next level.

- Moreira competed for the first time stateside in Lexington, Kentucky, finishing 12th at the Pendleton Whisky Velocity Tour event in the Bluegrass State in late January.
- After registering back-to-back third-place efforts on the Velocity Tour, Moreira made his elite Unleash The Beast debut in mid-March in Little Rock, Arkansas. At 20 years old, Moreira became the third-youngest Brazilian to debut on the premier series, trailing then only Paulo Crimber and Kaique Pacheco who debuted at 18 and 19, respectively.
- At his debut event, Moreira was 11th, only to finish runner-up the very next weekend in Duluth, Georgia. In addition to marking his then career-best finish on the premier series, Moreira also notched his first 90-point ride on the Unleash The Beast, scored 91.25 points on Big Black.
- As the season progressed, Moreira, who won the Velocity Tour event in Sioux Falls, South Dakota in July, went on to log an additional Top 10 finish before qualifying for his first PBR World Finals.
- Moreira concluded the year No. 25 in the world and No. 4 in the highly contested Rookie of the Year race.

2021

- Moreira's stock continued to rise in 2021, as he completed what is now the best season of his young career.
- The Texas-resident began the year with a bang, winning the season-launch event in Ocala, Florida, to briefly hold the No. 1 rank in the race for the 2021 PBR World Championship.
- On the spurs of his first event win, Moreira also earned the first two 15/15 Bucking Battles of his career in Sacramento, California, and Greensboro, North Carolina.
- Concluding the year with momentum, Moreira was second at the final regular-season Unleash The Beast tour stop of 2021 in Lincoln, Nebraska, and sixth at the 2021 PBR Pendleton Whisky Velocity Tour Finals in Las Vegas, before qualifying for the second PBR World Finals of his career.
- Inside T-Mobile Arena, Moreira went 4-for-6 at 2021 PBR World Finals, to finish a career-best sixth at the year-end event. En route to the Top 10 effort, Moreira also registered the high-marked ride of his career, covering County Jail for 92.25 points in Round 4.
- Moreira finished the 2021 season ranked a career-high No. 5 in the world.

#6 BOUDREAUX CAMPBELL

Boudreaux Campbell put the western sports world on notice in 2020, positioning himself as a dual threat amongst both the PBR and PRCA ranks. Already an established star in the PRCA, the Texas cowboy began to pursue a career in the PBR and was an overnight sensation. Competing at just five regular-season elite tour events, Campbell qualified to the 2020 PBR World Finals, winning the prestigious event, surging to No. 3 in the world and capturing the coveted Rookie of the Year honor. In 2021, Campbell proved his rookie effort was no fluke, again qualifying for both the National Finals Rodeo and PBR World Finals, concluding his PBR season inside the world's Top 10.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS APPEARANCES

2

HOMETOWN

CROCKETT, TEXAS

RESIDENCE

CROCKETT, TEXAS

HEIGHT

5'11"

WEIGHT

155

BORN

8/15/98

RIDING HAND

LEFT

CAREER EARNINGS

\$721,076.58*

HIGH-MARKED RIDE

95.5 POINTS ON WOOPAA IN KANSAS CITY, MISSOURI, ON MARCH 21, 2021



AWARDS

- 2020 PBR ROOKIE OF THE YEAR
- 2020 PBR WORLD FINALS EVENT WINNER
- 2020 PBR GLOBAL CUP CHAMPION

JOURNEY TO THE PBR:

- Beginning his career at a young age, Boudreaux Campbell has been immersed in the western lifestyle from a young age, around horses and cattle since he could walk.
- At the age of 3, Campbell attended a rodeo with his father Jay, a former bull rider, and became immediately intrigued by mutton busting. A few weeks later, Campbell returned to the rodeo as a competitor and has been hooked since.
- As his career progressed, Campbell was active in junior and high school rodeo, reaching the State Finals three times and the National Finals twice.
- While he didn't graduate until 2017, Campbell elected not to compete in his final season for Lovelady (Texas) High School, instead purchasing his permit and pro card.
- In 2017, Campbell began his career with the PRCA, qualifying for his first National Finals Rodeo during his rookie season.

CAREER IN REVIEW:**2018-2019**

- Boudreaux Campbell made his PBR debut in February 2018, riding at the Touring Pro Division-sanctioned The American Semi-Finals. Still pursuing his career with the PRCA, Campbell made one additional PBR appearance that season, riding in July in Cheyenne, Wyoming.
- In 2019, Campbell competed at six events spanning the Touring Pro Division and Pendleton Whisky Velocity Tour, registering his first qualified ride with the PBR at the Ontario, California, Velocity Tour event on Full Throttle for 82 points.

2020

- Campbell began the 2020 season in the PBR, registering two Top 5 finishes in his first three events, headlined by a runner-up finish at the Denver PBR Chute Out, part of the National Western Stock Show.
- In February, Campbell was tapped by two-time PBR World Champion Justin McBride as a last-minute replacement for an injured Cooper Davis to compete at the 2020 PBR Global Cup USA for Team USA Eagles, which won the event, becoming the first nation to defend home soil.
- The Texan then made his Unleash The Beast debut in April, competing at the first closed event in Guthrie, Oklahoma, when PBR was the first sport to return to competition following the onset of the COVID-19 (coronavirus) pandemic.
- Campbell returned to the elite tour in August, riding at three additional regular-season events en route to his career-first PBR World Finals qualification. His season was highlighted by a third-place result in Lincoln, Nebraska, when he rode I'm Legit Too for 91.75 points, his first 90-point score on the Unleash The Beast.
- At his first-ever PBR World Finals, Campbell broke through. Going a near-perfect 4-for-5, including two 90-point rides, he won the prestigious event, catapulting from No. 33 to No. 3 in the world to capture the coveted Rookie of the Year.
- Campbell is just the sixth rookie to win the PBR World Finals.

2021

- In 2021, Campbell proved that his rookie season was no fluke.
- While his season was delayed, not competing until late February as he recovered from surgery to repair a broken scaphoid bone in his non-riding wrist, Campbell quickly reclaimed his rhythm.
- Marking just his fourth event back, in mid-March in Kansas City, Campbell earned his first regular-season Unleash The Beast victory in career-defining fashion. Campbell clinched the win courtesy of the high-marked ride of his career – covering Woopaa for a monstrous 95.5 points in the championship round.
- As the regular season continued, Campbell won an additional three Unleash The Beast events, and his first 15/15 Bucking Battle, before qualifying for his second PBR World Finals.
- Prior to the World Finals, Campbell elected to compete at the 2021 PBR Pendleton Whisky Velocity Tour Finals, where he 2-for-3 to win the expansion series' season-ending event.
- Once inside T-Mobile Arena for the PBR World Finals, Campbell delivered a 2-for-5 showing to finish 19th.
- Campbell once again concluded the year inside the Top 10, finishing 2021 ranked No. 6 in the world.

#7 DENER BARBOSA

Inspired by the likes of three-time PBR World Champion Adriano Moraes, surging Brazilian sensation Dener Barbosa has been quick to make a name for himself amongst bull riding's best. After being crowned the 2016 PBR Brazil Champion, Barbosa has battled through injury to remain a world championship threat in the world's Top 20.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS QUALIFICATIONS

5

HOMETOWN

PAULO DE FARIA, BRAZIL

RESIDENCE

DECATUR, TEXAS

HEIGHT

5'7"

WEIGHT

150

BORN

4/19/94

RIDING HAND

LEFT

CAREER EARNINGS

\$704,404.08*

HIGH-MARKED RIDE

91.25 POINTS ON MARQUIS METAL WORKS RED CLARK DURING THE 15/15 BUCKING BATTLE IN OMAHA, NEBRASKA ON MAY 1, 2021



AWARDS

- TWO-TIME PBR GLOBAL CUP TEAM BRAZIL QUALIFIER
- 2018 PBR GLOBAL CUP AUSTRALIA CHAMPION
- 2016 PBR BRAZIL CHAMPION

JOURNEY TO THE PBR:

- Dener Barbosa's riding career began at age 13 when he got on his first bull at his grandfather's ranch.
- The teenager learned the sport from watching older bull riders compete, taking great inspiration from three-time PBR World Champion Adriano Moraes, Fabricio Alves and Vilmar Felipe, who also hailed from Barbosa's hometown.
- Barbosa had an instant knack for the sport, and by the age of 18, had already captured a Brazilian national title.

CAREER IN REVIEW:

2016

- For Barbosa, 2016 was a banner year.
- He clinched the PBR Brazil Championship by going 5-for-5 at the prestigious Barretos bull riding event and concluded the PBR Brazil competition year getting bucked off just six times in 66 attempts, resulting in an astounding 90.91-percent riding average.
- For his accomplishments, Barbosa was invited to compete at the 2016 PBR Pendleton Whisky Velocity Tour Finals, finishing eighth and qualifying for his first-ever PBR World Finals where he rode three consecutive bulls to finish 16th.

2017

- In 2017, Barbosa was a fixture on the elite Unleash The Beast and a top competitor in the battle for Rookie of the Year honors, finishing second, 186.67 points behind countryman Jose Vitor Leme.
- After finishing runner-up at three regular-season events in 2017, Barbosa notched his first elite tour win in Raleigh, North Carolina as the only rider to go a perfect 3-for-3.
- Qualifying for his second PBR World Finals, Barbosa finished the Las Vegas event fifth, capped by the then high-marked ride of his career, 89.5 points, in the championship round aboard YETI PBR World Champion Bull contender Pearl Harbor, who in 17 outs at PBR events was ridden just twice in 2017. Barbosa finished his rookie season No. 8 in the world.

2018-2019

- Continuing his momentum into the New Year, Barbosa began the 2018 campaign in successful fashion. Active prior to the start of the Unleash The Beast tour schedule, he logged an event win in addition to an accompanying Top 5 finish on the Pendleton Whisky Velocity Tour.
- Through the first three months of the season, Barbosa logged four Top 10 finishes, allowing him to briefly hold the world No. 1. However, in mid-March in Duluth, Georgia, his season was put on abrupt hold, breaking his foot and needing a subsequent surgery requiring 12 screws, two plates and two pins.
- In his first event back, Barbosa returned in June to represent Team Brazil at the 2018 PBR Global Cup Australia in Sydney, where he went 1-for-2 to help his nation to victory.
- Despite the several-month absence from competition, Barbosa earned one additional Top 10 finish, and qualified for his third career PBR World Finals as the world No. 12 rider. Finishing 22nd at the season-culminating event, Barbosa finished his sophomore season No. 15 in the world.
- Undergoing shoulder surgery at the end of 2018, Barbosa didn't return to competition until May 2019. Unable to regain his championship contending form, the Brazilian was cut from the elite Unleash The Beast after going 9-for-21, and finished the year an uncharacteristic No. 70 in the world.

2020

- In 2020, Barbosa was back to his winning ways. He won the PBR Pendleton Whisky Velocity Tour's event in Jacksonville, Florida, and quickly returned to the Unleash The Beast, making his season debut in mid-January in Manchester, New Hampshire where he was fifth.
- A fixture on the premier series for the remainder of the year, Barbosa delivered three additional Top 10 efforts before winning the historic crowd-less Unleash The Beast event in Duluth, Georgia, with fresh stitches in his free hand as PBR was the last major sport in competition before the full public event shut-down at the onset of the COVID-19 (coronavirus) pandemic.
- After travelling home to Brazil for several months, Barbosa returned to the United States for PBR competition in time for the Unleash The Beast tour stop in Billings, Montana in mid-September. His return, however, was short lived. In Round 1 of the event, Barbosa was stepped on by Swagger, breaking his jaw, which needed surgical repair.
- Determined to end the season on a high note, Barbosa returned in time to compete at both the Velocity Tour Finals, where he was 8th, and the 2020 PBR World Finals, where he finished 23rd. He concluded the year No. 17 in the world.
- The 2020 season also featured Barbosa returning to compete for Team Brazil at the second installment of the PBR Global Cup in Arlington, Texas.

2021

- The 2021 season was a career-best for Barbosa, capping the year ranked No. 7 in the world, despite battling a shoulder injury.
- During the regular season, in addition to winning one event, topping the field in Las Vegas, Nevada, Barbosa also emerged victorious at the 15/15 Bucking Battle in Omaha, Nebraska. Barbosa won the special round courtesy of a 91.25-point ride on Marquis Metal Works Red Clark, now the high-marked effort of his career. The 8-second effort also snapped the bull's 16-out career buckoff streak. To date, Barbosa is the only rider to have covered Red Clark, also going the distance atop the animal athlete for 89.25 points during Round 2 of the 2021 PBR World Finals.
- While a bruised shoulder sustained in Anaheim, California, in mid-September sidelined Barbosa for the final six Unleash The Beast events of the regular season, he successfully returned at World Finals, going 3-for-6, to finish ninth at the grueling, multi-day championship, the second time in his career he finished inside the event's Top 10.

#8 DEREK KOLBABA

Following in the footsteps of his father, Derek Kolbaba has been quick to reach bull riding stardom, excelling amongst the world's best on the PBR's elite Unleash The Beast. Known for humble, affable personality and his Justin Bieber-esque good looks, the Washington cowboy is capable of covering the world's rankest bovine athletes for massive scores, including three-time World Champion Bull SweetPro's Bruiser.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS APPEARANCES

7

HOMETOWN

WALLA WALLA, WASHINGTON

RESIDENCE

WALLA WALLA, WASHINGTON

HEIGHT

5'9"

WEIGHT

140

BORN

4/21/96

RIDING HAND

LEFT

CAREER EARNINGS

\$1,514,017.90*

HIGH-MARKED RIDE

94 POINTS ON CANADIAN MIST DURING THE 15/15 BUCKING BATTLE IN NAMPA, IDAHO, ON OCTOBER 16, 2020



AWARDS

- THREE-TIME PBR GLOBAL CUP TEAM USA QUALIFIER
- 2017 PBR GLOBAL CUP CANADA CHAMPION

JOURNEY TO THE PBR:

- Like many young boys, Derek Kolbaba grew up aspiring to be like his father. However, unlike most dads, Kolbaba's was a bull rider, who competed professionally in the 90s.
- Kolbaba started getting on sheep when he was 3 years old and worked his way up to bulls at age 12.
- The Washington native credits his dad for teaching him everything he knows, and his whole family's involvement in the Western lifestyle for being crucial to helping him to reach his career goals as a World Championship contending bull rider.
- In addition to soaking in the wisdom from his family, Kolbaba also looks to the professionals around him, observing different techniques from each rider he encounters, and adjusting his style when needed.

CAREER IN REVIEW:

2015-2016

- After earning a berth to the 2015 PBR World Finals courtesy of a Top-10 finish at the Pendleton Whisky Velocity Tour Finals, Kolbaba became an elite tour regular in 2016, winning the 15/15 Bucking Battle in Anaheim, California, and his first regular-season event title in Des Moines, Iowa, during his rookie season.

2017

- The even-keeled Washington native then had a fast start to the 2017 campaign, victorious in Oklahoma City, Oklahoma, and Little Rock, Arkansas, before winning an additional three events, in Uniondale, New York, Colorado Springs, Colorado and San Jose, California, for a PBR-best five event titles ahead of his third World Finals.
- Kolbaba began developing a knack for coming up big during crucial moments. Two of his victories came via monster 90-point-plus rides aboard now three-time YETI PBR World Champion Bull SweetPro's Bruiser in the championship round.
- His victory in San Jose propelled the Washington rider to the top of the world standings for the first time in his career.
- After going 2-for-6 at World Finals in Las Vegas, Kolbaba finished the season a career-best No. 2 in the world, 447.5 points behind eventual PBR World Champion Jess Lockwood.
- Kolbaba concluded 2017 as a member of Team USA which won the inaugural PBR Global Cup in Edmonton, Alberta, Canada, in November.

2018-2019

- While Kolbaba's regular-season campaign in 2018 lacked the numerous Unleash The Beast event wins of the prior year, he punctuated the season with a career-best performance at the World Finals.
- Going 3-for-6, with all of his 8-second efforts for 90 points or more, he finished a career-best third, rising from No. 13 to No. 11 in the world.
- Kolbaba was also chosen to ride for his country at the 2018 installment of PBR Global Cup, competing for fourth-place Team USA in Sydney, Australia.
- In 2019, Kolbaba once again finished No. 11 in the world.
- Among the year's highlights, he won the WCRA Windy City Roundup in Chicago, became the first two-time winner of the Canadian Iron Cowboy in Quebec, and was selected to runner-up Team USA Eagles for the inaugural PBR Global Cup on American soil.

2020

- After having limited success at the start of the year, Kolbaba caught fire in the final months of the 2020 Unleash The Beast season.
- Slipping to No. 24 in the world with just six premier series events remaining prior to the PBR World Finals, Kolbaba was back to his title-contending form in Salt Lake City, Utah. Finishing fourth inside Days of '47 Arena, the Washington man's successes continued the following weekend, concluding the Fort Worth 15/15 Bucking Battle third. As a result, Kolbaba climbed to No. 18 in the world.
- In September, Kolbaba rode to his first Unleash The Beast win of the season, dominating the 15/15 Bucking Battle in Des Moines, Iowa, after covering Sky Harbor for a monstrous 92 points.
- Registering two additional Top-10 finishes in main events prior to season's end, Kolbaba turned heads during the 15/15 Bucking Battle in Nampa, Idaho. Matching Canadian Mist jump-for-jump, Kolbaba reached the requisite 8 for a career-best 94 points to win the special round and surge to No. 9 in the world.
- Kolbaba concluded 2020 with his sixth consecutive appearance at the PBR World Finals, winning Round 1 en route to a seventh-place finish overall, ranked No. 13 in the final world standings.

2021

- In 2021, for the first time since his career-best season in 2017, Kolbaba conclude the year ranked inside the Top 10, ending the campaign No. 8 in the world.
- On the premier series, while he fell just short of the event win, Kolbaba logged 14 Top 10 finishes, including a seventh-place result at the 2021 PBR World Finals, where he delivered two 90-point rides and went a combined 3-for-6.
- Kolbaba concluded 2021 with a 90-point score, covering Homebru for 92.5 points during the championship round of the World Finals.
- During the season, Kolbaba also earned his second WCRA Major victory, topping the field in May at Rodeo Corpus Christi.

#9 ELI VASTBINDER

Eli Vastbinder is the epitome of cowboy tough. After a career of more than a decade with the PBR, Vastbinder persevered through a dislocated shoulder and broken ribs at his career-first World Finals in 2021 to register a historic four 90-point rides at bull riding's most prestigious event, tying the all-time record, and be crowned the PBR Rookie of the Year. Despite being in his 30s, Vastbinder has proven he is capable of contending with the sport's youngest and most established talent, and the resilient North Carolina cowboy poised for greatness in 2022.



@VASTBINDERELI



@ELIVASTBINDER



@ELIVASTBINDER

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

CAREER
STATS

WORLD FINALS APPEARANCES

1

HOMETOWN

STATESVILLE, NORTH CAROLINA

RESIDENCE

STATESVILLE, NORTH CAROLINA

HEIGHT

5'11"

WEIGHT

170

BORN

4/17/91

RIDING HAND

RIGHT

CAREER EARNINGS

\$254,163.26*

HIGH-MARKED RIDE

92.75 POINTS ON MEDICINE MAN
DURING ROUND 5 OF THE 2021 PBR
WORLD FINALS IN LAS VEGAS ON
NOVEMBER 7, 2021



AWARDS

- 2021 PBR ROOKIE OF THE YEAR

JOURNEY TO THE PBR:

- Eli Vastbinder's career would probably never have taken off without the support of fellow North Carolinian, and two-time PBR World Champion J.B. Mauney.
- More than a decade ago, when Vastbinder had just turned 18, it was Mauney who fronted him the money to purchase a plane ticket to compete at his first PBR event.

CAREER IN REVIEW:

2009-2020

- Vastbinder's PBR career began in 2009, first competing with the organization in October at the Canadian Touring Pro Division event in Ottawa, Ontario.
- After toiling away in both 2010 and 2011, Vastbinder recorded his first qualified ride with the PBR in 2012, delivering an 81.5-point score in Ft. Myers, Florida in July, en route to his third-place finish at the Touring Pro Division event.

- After being shut out in his limited competition schedule in 2013, Vastbinder recorded six Top 10 finishes in 2014 and five Top 10 efforts in 2015.
- Vastbinder then took a year hiatus from the PBR in 2016, which he followed with just two event entries in both the 2017 and 2018 seasons respectively.
- Again taking a year break from PBR action in 2019, Vastbinder began to reclaim his footing with the organization in 2020, riding to a then career-best seven Top 10 finishes across all levels of competition.

2021

- Vastbinder would then take the bull riding world by storm in 2021.
- In mid-February, the North Carolinian recorded his first PBR event win, dominating the field in Lexington, Kentucky.
- Compliments of the win, Vastbinder made his premier series debut roughly a month later in Glendale, Arizona, riding to a 15th place finish.
- While Vastbinder would make seven additional appearances on the Unleash The Beast in the first half, including a sixth-place result in Omaha, Nebraska, it was the elder statesman's second-half surge that caught the attention of many.
- On the spurs of an eighth-place finish the weekend prior in Nashville, Tennessee, Vastbinder nearly won the Iron Cowboy Major the following weekend in Fort Worth, Texas, denied the victory, and finishing second, after being bucked off by YETI PBR World Champion Bull contender Chiseled in a heartbreaking 7.06 seconds. While he fell short of the win, Vastbinder's efforts epitomized his toughness as he attempted seven bulls in less than 24 hours en route to the silver finish.
- As the 2021 season continued to unfurl, Vastbinder didn't escaped season-derailing issues. In early October, he was unable to compete in San Antonio, Texas due to travel issues. Vastbinder entered the Touring Pro Division event in Columbus, Ohio, just days later, earning his career-first Touring Pro Division victory.
- Vastbinder concluded the regular season with a third-place finish in Manchester, New Hampshire, cementing his first berth to the PBR World Finals.
- A family man at his core, just days prior to his PBR World Finals debut, Vastbinder and wife Paige welcomed their twin daughters, Blake and Blair, seven weeks earlier than expected.
- The Statesville, North Carolina, bull rider began the World Finals with a bang by winning Round 1 with 91 points on Manaba, snapping the bull's 14-out career buckoff streak.
- Following a buckoff in Round 2, Vastbinder then separated his right shoulder (riding arm) and broke his ribs attempting to ride Whiskey Bent in Round 3. Vastbinder was awarded a re-ride, and he somehow went on to ride Hell on the Red for 90 points before needing to be assisted off the dirt.
- Vastbinder's memorable Finals then began to really take shape. He came back on Saturday night and once again battled through his broken ribs to post another 90-point ride, this time aboard 2021 ABBI Classic Champion Juju. He capped his World Finals by riding Medicine Man for 92.25 points to win Round 5 on Championship Sunday and clinch the Rookie of the Year title.
- Vastbinder entered the World Finals fifth in the Rookie of the Year race, 177.5 points behind No. 1 Junior Patrik Souza, before usurping Souza, Chase Dougherty, Jesse Petri and Rafael Henrique dos Santos with his fifth-place finish at the World Finals.
- The then 30-year-old tied a PBR record with four 90-point rides at the World Finals, becoming just the eighth rider in PBR history to do so. He also became the second oldest Rookie of the Year winner in PBR history. Keith Adams was 31 years old when he won top rookie accolades in 1997.
- Vastbinder is also the only non-World Champion to produce four 90-point rides during one World Finals and is the only rookie to do so.
- After a career of more than a decade, Vastbinder finished the 2021 season a career-best No. 9 in the world.

#10 SILVANO ALVES (Sill-vah-no All-vez)

Silvano Alves is arguably one of the greatest bull riders to ever compete with the PBR. He is one of only two, three-time PBR World Champions and the first back-to-back World Champion in history. He also holds the PBR record for 24 consecutive qualified rides. Adding to his laundry list of accomplishments, Alves has earned more than \$6.2 million in competition, the second most of any rider.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD CHAMPIONSHIP TITLES

2011, 2012, 2014

WORLD FINALS APPEARANCES

11

HOMETOWN

PILAR DO SUL, BRAZIL

RESIDENCE

DECATUR, TEXAS

HEIGHT **WEIGHT**

5'10" 150

BORN

11/23/87

RIDING HAND

RIGHT

CAREER EARNINGS

\$6,243,164.55*

HIGH-MARKED RIDE

92.5 POINTS, TWICE, MOST RECENTLY ON SMACKDOWN AT LAST COWBOY STANDING IN LAS VEGAS ON MAY 11, 2013

**AWARDS**

- THREE-TIME PBR WORLD CHAMPION (2011-2012; 2014)
- 2017 GLOBAL CUP EDMONTON EVENT QUALIFIER - TEAM BRAZIL
- 2014 WORLD FINALS EVENT WINNER
- 2010 ROOKIE OF THE YEAR

JOURNEY TO THE PBR:

- Now one of the sport's legends, Silvano Alves began riding bulls in Brazil at the age of 15, learning from his father, grandfather and uncles, all of whom were bull riders.
- His mother, however, did not want him riding bulls. Alves would sneak away while his parents were at work, riding his bike to nearby farms to test his skills against their calves.
- His sly behavior came to an end when he cut his ear while riding at a friend's house, forcing him to call his mom to take him to the hospital. Alves didn't get in much trouble, but his parents asked that he wear a helmet when he rode.
- He attended his first rodeo with his father in 2004, where they both competed. Alves was too young to drive, so his dad made arrangements with truckers heading toward rodeo cities.

CAREER IN REVIEW:

- Winning a PBR gold buckle is one of the most challenging feats in sports, and Alves has the distinction of being the first rider in history to win consecutive PBR World Championships in 2011 and 2012. Moreover, he is one of only two three-time PBR World Champions, winning a third title in 2014 to match Adriano Moraes (1994, 2001 and 2006).
- Alves is also one of only two riders to be named Rookie of the Year (2010) and World Champion (2011) in consecutive years.

- Alves' record-setting third world title included part of his PBR-record 24 consecutive rides on the elite tour.
- Alves has won more than \$6.2 million in career earnings, ranking him second amongst all-time money earners.

2008-2010

- After making his PBR debut in Brazil in August 2008, finishing sixth at the iconic Barretos rodeo, Alves brought his talents stateside, first competing on American soil on the Touring Pro Division in Missouri in November 2009.
- In 2010, Alves made his Unleash The Beast debut with a statement, winning his career first event on the premier series in Nampa, Idaho, in April going a perfect 4-for-4.
- As the 2010 season unfurled, Alves won a collective three events earning \$321,580 and never bucking off more than three bulls in a row en route to the year's PBR Rookie of the Year title.

2011-2014

- In his sophomore season on the elite tour in 2011, after earning eight Top 5 finishes, including an event victory, Alves took over the world No. 1 ranking following his third-place finish in Thackerville, Oklahoma, in July. He remained the top-ranked rider for the final 10 weeks and finished third at the year's PBR World Finals, winning his first PBR World Championship.
- Not missing a beat, in 2012, Alves became the first back-to-back PBR World Champion. His season included two event victories, and a 15/15 Bucking Battle win, in addition to a sixth-place result at the year's PBR World Finals.
- After narrowly being bested for the PBR World Championship in 2013, finishing No. 2 in the world, Alves became just the second three-time PBR World Champion in league history in 2014.
- Outside of the top spot all season long, Alves made a come-from-behind surge to claim his third gold buckle after going 6-for-6 at the 2014 PBR World Finals, also winning the coveted event title.

2015-2017

- After breaking his hip in April 2015 in Nampa, Idaho, Alves returned to the elite Unleash The Beast for a full season again in 2016. Despite a mediocre start, he finished strong, going 19-for-33 in the second half of the season, including a 3-for-6 performance at the PBR World Finals.
- In 2017, Alves finished just outside the Top 10, ranked No. 11, rising from No. 22 at the start of his eighth World Finals, where he finished second after going 4-for-6, capped by a 90-point ride in the championship round, his high-marked ride of the season.
- Initially the alternate for Team Brazil at the inaugural Global Cup in Canada in November 2017, Alves was called to ride, adding a score to his home nation's total.

2018-2019

- After finishing an uncharacteristic No. 32 in the world in 2018, Alves was once again afflicted by injury in 2019. In September, while riding in Springfield, Missouri, Alves ruptured a kidney, abruptly ending his season.
- Despite qualifying for his 10th PBR World Finals, he was unable to compete, finishing the year No. 27 in the world.

2020-2021

- In 2020, Alves won his first premier series event since 2016 when he dominated the Unleash The Beast event in Tulsa, Oklahoma.
- Going 3-for-5 at the PBR World Finals to finish 11th, Alves concluded the year No. 20 in the world.
- In 2021, Alves finished the season ranked inside the world's Top 10 for the first time since winning his third gold buckle in 2014.
- His regular-season campaign included one 90-point ride and five Top-5 finishes on the premier series.
- Alves capped the year with a resurgent performance at the 2021 World Finals, going 5-for-6 to finish fourth. In his last out of the year, which marked his fifth consecutive 8-second effort, Alves delivered his second 90-point ride of the season, covering Moonlight Party for 91.5 points.

#11 MASON TAYLOR

Regarded as the “mini-me” to bull rider turned country music recording artist Cody Johnson in his younger days, Mason Taylor is now one of the preeminent talents within the PBR. Epitomizing what it means to be tough and resilient, Taylor caught the attention of many at the 2021 PBR World Finals when he competed through a broken mandible, with his jaw wired shut, going a near perfect 5-for-6 at the year-end event to earn a third-place finish, concluding the season ranked a career-best No. 11 in the world.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS APPEARANCES

3

HOMETOWN

MAYPEARL, TEXAS

RESIDENCE

MAYPEARL, TEXAS

HEIGHT

5'9"

WEIGHT

155

BORN

8/3/99

RIDING HAND

RIGHT

CAREER EARNINGS

\$449,544.70*

HIGH-MARKED RIDE

91.5 POINTS ON I'M BUSTED
IN SACRAMENTO, CALIFORNIA
ON AUGUST 8, 2021



AWARDS

- 2020 VELOCITY TOUR CHAMPION
- 2020 VELOCITY TOUR FINALS EVENT WINNER

JOURNEY TO THE PBR:

- Mason Taylor has been riding since he could walk. First attempting calves, it didn't take the Texan long until he progressed to steers and eventually bulls.
- Competing on several youth circuits, in addition to the former ERA, Taylor honed his skills under the tutelage of his father, Chris, as well as former bull rider turned country music singer, Cody Johnson. Johnson even calls the PBR young gun his “mini-me” as Taylor has lived at Johnson's Texas ranch. Taylor credits Johnson's mentorship in helping him win the 2018 International Youth Finals Rodeo.
- Taylor says he has modeled his riding style after PBR great, two-time World Champion Justin McBride.

CAREER IN REVIEW:

2017-2018

- Taylor made his PBR debut in August 2017 in West Monroe, Louisiana.
- He won his first event less than a year later on the Touring Pro Division in June 2018 in Deadwood, South Dakota.
- Three months later, Taylor rode his way to yet another PBR victory, this time on the Pendleton Whisky Velocity Tour in Wilkes-Barre, Pennsylvania. As a result, Taylor earned a berth to the elite Unleash The Beast, making his premier series debut on September 15 in Atlantic City, New Jersey.

- Taylor earned his second Velocity Tour win of the season a week later in Rochester, New York and returned to the Unleash The Beast for a second time in 2018, riding in Milwaukee, Wisconsin.

2019

- After finishing the 2018 season No. 55 in the world, Taylor was determined to crack into the Top 35 in 2019 to become a mainstay on the elite Unleash The Beast.
- With Velocity Tour success once again elevating him to PBR's top tour after finishing runner-up in Portland, Oregon, Taylor returned to the premier series on Jan. 25 in Sacramento, California, recording his first 8-second effort at the sport's top level on Blackberry Smoke for 86.25 points. The 16th-place effort, however, was not enough to remain on tour, and Taylor returned to the PWVT for nearly a month.
- Taylor responded in dominant fashion with three consecutive Top 10 finishes on the expansion tour to garner a spot back on the elite tour for the Last Cowboy Standing Major in Los Angeles.
- Taylor's 12th-place finish at his debut Major was key in solidifying his place on tour.
- A month later, Taylor proved he would be a consistent elite tour rider when he delivered a flawless 4-for-4 performance and won the Unleash The Beast event in Sioux Falls, South Dakota, catapulting him from No. 40 to No. 8 in the world rankings.
- Riding to four additional Top 10 finishes on the premier series throughout 2019, Taylor made his PBR World Finals debut in November where he was 25th.
- During the regular-season Taylor made a shift in his diet, modelling the change made by Cooper Davis in 2015 when he slimmed down and went on to win the World Finals event title. Following the change, Taylor recorded two of his Top 10 efforts, including a third-place result in Greensboro.
- Part of the season's dominant rookie class, he finished fourth in the race amongst first-year pros. Among his many career moments in 2019, Taylor finished a career-high No. 14 in the world.

2020

- Taylor began the 2020 season in electric fashion. Competing for the first time inside the famed Madison Square Garden, he parlayed a 90-point ride on Marquis Metal Works Bill The Butcher into his career-first 15/15 Bucking Battle victory. Also recording a fourth-place finish in the season-opening Major, Taylor quickly climbed the standings, surging to No. 4 in the world.
- His quick start to the season, however, was short-lived. Logging just one additional Top 10 finish in the following three months, Taylor slipped to No. 19 in the world as the league began to hold closed events in Guthrie, Oklahoma at the onset of the COVID-19 (coronavirus) pandemic.
- Reversing his fortunes, Taylor concluded the season with six Top 10 finishes on the elite tour, including a runner-up effort at the final regular-season tour stop in Nampa, Idaho.
- With his World Finals qualification clinched, Taylor opted to compete at the Pendleton Whisky Velocity Tour Finals in Sioux Falls in an effort to gain further ground prior to the PBR World Finals. The decision proved dividends. Taylor won the expansion series' finals and was also crowned the 2020 Velocity Tour Champion.
- Taylor's season ended in Arlington, Texas, for his second PBR World Finals. Finishing 17th at the event, Taylor concluded the year No. 15 in the world.

2021

- Taylor's 2021 season was career-defining for the young Texan, highlighted by a tenacious performance at the PBR World Finals that won't soon be forgotten.
- To begin the season, despite two wins on the Touring Pro Division, Taylor struggled to find success.
- Registering just four Top 10 finishes on the elite tour in the regular season, Taylor's year nearly came to an abrupt end in Lincoln, Nebraska, breaking his jaw when his head collided with Uncle Gangster following his 1.12-second buckoff.
- Taylor, however, may have been down but wasn't out. Getting his jaw wired shut, Taylor lost 13 pounds and returned determined for his third career World Finals, eager to improve his world No. 31 rank.
- Going a near perfect 5-for-6, including a 90.5-point ride on Walking Tall in Round 3, Taylor finished a career-best third at the grueling, multi-day championship. Garnering 392 world points, Taylor surged to a career-best No. 11 rank in the world standings.

#12 JUNIOR PATRIK SOUZA

Junior Patrik Souza made his PBR debut in conspicuous fashion, winning his first-ever event with the league. In the seasons since, Souza's stock has continued to rise, gaining further momentum in the three most recent seasons when he relocated to the United States in an effort to earn a spot on the elite Unleash The Beast.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS QUALIFICATIONS

1

HOMETOWN

SONORA, BRAZIL

RESIDENCE

BOYD, TEXAS

HEIGHT

6'0"

WEIGHT

171

BORN

7/5/93

RIDING HAND

LEFT

CAREER EARNINGS

\$175,647.60*

HIGH-MARKED RIDE

89.5 POINTS ON YOUNG MAN'S BLUES DURING THE 15/15 BUCKING BATTLE IN OKEECHOBEE, FLORIDA, ON JANUARY 30, 2021



JOURNEY TO THE PBR:

- Brazilian sensation Junior Patrik Souza began riding bulls in his home country to provide income for his single mother and brother.
- Souza was inspired to bring his talents to the United States after seeing the rise of 2019 PBR Rookie of the Year Dalton Kasel.

CAREER IN REVIEW:

2017-2018

- Junior Patrik Souza made his PBR debut with a splash, winning the Brazilian Touring Pro Division event in Maringá, Paraná.
- Continuing the momentum in his rookie season, Souza won his second event two months later in Iturama, Minas Gerais, before concluding the season with a fifth-place effort at the PBR Brazil standings to end the year No. 3 in the national rankings.
- After a stellar first season, the subsequent year, in 2018, Souza competed at just one PBR event where he went 1-for-3 to finish 22nd.

2019-2020

- In 2019, Souza relocated to the United States looking to further grow his career and reach the elite Unleash The Beast.
- In September, the rising Brazilian won his first Pendleton Whisky Velocity Tour event at the expansion series' stop in Syracuse, New York.
- Compliments of his win, in October, Souza made his debut on the elite Unleash The Beast in Minneapolis, Minnesota.
- Souza concluded his 2019 season in his home nation, finishing seventh at the PBR Brazil Finals, ranked No. 43 in the world.
- Souza continued to find success stateside in 2020, recording two Top 5 efforts on the Velocity Tour before returning to the elite Unleash The Beast in Little Rock, Arkansas in March.
- A near permanent face on the premier series in the second half, Souza had a breakthrough performance in mid-September in Des Moines, Iowa, where he was third.
- Souza's 2020 season came to an end in Sioux Falls, South Dakota; he narrowly missing out on a berth to the PBR World Finals after finishing 15th at the Pendleton Whisky Velocity Tour Finals.

2021

- In 2021, Souza mounted a season that led him to be a primary contender for the year's PBR Rookie of the Year honor.
- In the opening two weeks of the season, Souza registered two Top 20 efforts, and a fifth-place result in a 15/15 Bucking Battle, to hold the world No. 1 rank for one week.
- A consistent presence on the elite Unleash The Beast throughout the season, while he narrowly missed his first win on the premier series, Souza did log two wins on the Touring Pro Division, taking back-to-back titles in Amarillo, Texas, and Big Sky, Montana.
- In the second half, just weeks before his PBR World Finals debut, Souza rode to a career-best second-place finish on the Unleash The Beast, finishing runner-up in San Antonio, Texas.
- Beginning the first World Finals of his career atop the Rookie of the Year standings, Souza's season ended in painful fashion, fracturing his femur in Round 4 of the event after being stepped on by Outlaw following his 81.75-point ride.
- Despite the less-than-ideal end to the season, Souza finished second in the race amongst first-year premier series riders, and a career-best No. 12 in the world.

#13 CHASE DOUGHERTY

What do pole vaulting, football and wrestling have in common? They were all sports played in high school by now Unleash The Beast standout Chase Dougherty. An athlete of many talents, Dougherty persevered through a torn MCL in his elbow, and possible appendicitis, to deliver a banner year in 2021, reaching his first PBR World Finals and delivering the first 90-point ride of his career. With his young family as motivation, the surging Oregon-native is poised to reach new heights in 2022.

 @OFFICIAL.CHASE.DOUGHERTY

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

**CAREER
STATS**

WORLD FINALS APPEARANCES

1

HOMETOWN

CANBY, OREGON

RESIDENCE

DECATUR, TEXAS

HEIGHT

6'0"

WEIGHT

155

BORN

4/10/98

RIDING HAND

LEFT

CAREER EARNINGS

\$146,649.91*

HIGH-MARKED RIDE

91.25 POINTS ON DETROIT LEAN
IN OKLAHOMA CITY, OKLAHOMA
ON APRIL 18, 2021



JOURNEY TO THE PBR:

- Chase Dougherty is a second-generation cowboy, following in his bull-riding father's footsteps.
- With his natural aptitude for the sport on display from a young age, Dougherty, who also played football, wrestled and pole vaulted, was a three-time Oregon High School Rodeo Association champion bull rider from Canby High School.
- As a result of his scholastic success, Dougherty was recruited to compete for Montana State University in college.

CAREER IN REVIEW:

2019-2020

- Dougherty began his PBR career with momentum at his back having won the 2018 National Finals Rodeo bull riding aggregate.
- He competed at his first PBR event in 2019, riding at the sanctioned 2019 Calgary Stampede, where he also met eventual wife Kara.
- As the 2020 season got underway, Dougherty found himself on the sidelines for the first two months as he continued to recover from reconstructive right shoulder surgery.

- Dougherty made his 2020 season debut in the middle of the year riding at the landmark Monster Energy Team Challenge, presented by U.S. Border Patrol.
- Following the conclusion of the tournament, in early August, Dougherty won the first PBR event of his career, topping the field in Odessa, Texas.
- Despite being resistant to compete, pushed to make the trek by his now wife, Dougherty captured his second consecutive event win in late September in Gooding, Idaho.
- While Dougherty mounted a last-minute push to reach the World Finals, he fell just short of the goal after a 12th-place finish at the Pendleton Whisky Velocity Tour Finals in Sioux Falls, South Dakota.

2021

- In 2021, Dougherty dedicated himself to the PBR, reaching new career heights throughout the season as he finished third in the intense Rookie of the Year battle, qualified for his first PBR World Finals and ended the year a career-high No. 13 in the world.
- Dougherty won the mid-February Touring Pro Division event in Texarkana, Arkansas, to springboard him to his Unleash The Beast debut. He made his first outing on the premier series in late February in Fort Worth, Texas, but was shut out.
- Bouncing between tours for the next few months, Dougherty found his footing on the premier series in April, finishing 16th in Sioux Falls, South Dakota, before riding to a fourth-place result in Oklahoma City, Oklahoma.
- In Oklahoma City, Dougherty registered his first 90-point ride on the premier series, and what remains the high-marked ride of his career. Becoming the first man to cover the bovine athlete, Dougherty rode Detroit Lean for a monstrous 91.25 points.
- At the conclusion of the first half, Dougherty hit the summer circuit with fervor, registering four Top 5 finishes. His summer success, coupled with career-best runner-up finishes on the premier series in Sacramento, California, and Little Rock, Arkansas, allowed Dougherty to briefly lead the Rookie of the Year race.
- However, following the late August event in Nashville, Tennessee, Dougherty was sidelined with an injured left elbow, sustaining a torn left MCL that will one day require surgery. While he may have missed two events, during that time, the young Texas native experienced one of the greatest joys, welcoming son Calgary to the world alongside his wife Kara.
- And while Dougherty may have found a way to ride through his elbow injury, in October, he faced a possible season-derailing surgery. After experiencing abdominal pain for more than 24 hours while in Manchester, New Hampshire, for the elite Unleash The Beast event, Dougherty went to the hospital in fear of appendicitis. However, Dougherty received a much more positive diagnosis, afflicted instead with a stomach illness for food poisoning.
- Dougherty capped the season qualifying for his first PBR World Finals, where he went 2-for-5 to finish 16th.

#14 DALTON KASEL

Dalton Kassel may have been born small at 5 pounds, but he's chalked up some of the biggest rides in recent PBR history, often after gritting through difficult injuries. Following a lacerated kidney in 2018, the Texan made his premier series debut in the second-half of 2019, covering his first-ever Unleash The Beast draw. He went on to record two 90-point rides and win one regular-season event before qualifying for his career-first PBR World Finals. While injury sidelined the resilient Texan throughout 2020 and 2021, in late October 2021, Kassel recorded what is now the third-best ride in PBR history, teaming with Woopaa for a monstrous 96.75 points.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS QUALIFICATIONS

3

HOMETOWN

MULESHOE, TEXAS

RESIDENCE

MULESHOE, TEXAS

HEIGHT

5'10"

WEIGHT

140

BORN

12/28/98

RIDING HAND

LEFT

CAREER EARNINGS

\$384,946.10*

HIGH-MARKED RIDE

96.75 POINTS ON WOOPAA IN SAN ANTONIO, TEXAS ON OCTOBER 3, 2021



AWARDS

- 2019 PBR ROOKIE OF THE YEAR

JOURNEY TO THE PBR:

- From the very beginning, the odds were stacked against Dalton Kassel becoming a world-class athlete at the top of his sport. Born premature, Kassel weighed only five pounds when his parents adopted him.
- After getting on a rocking horse at the age of one, by the time he was three, he was acting as if the wooden equine were one of PBR's rankest bulls.
- Growing up on a farm in west Texas, Kassel was immersed in the western lifestyle throughout his childhood. In their home in Muleshoe, he and his dad, Tim, frequently tuned into the PBR's television broadcasts. Afterwards, Tim would get down on the floor, and Kassel would climb on this back.
- Kassel attended his first riding camp when he was 11 years old and got on his first bull at 14. After graduating high school, Kassel enrolled at Howard College in Big Spring, Texas, and began competing on the college rodeo circuit.
- Despite sustaining a lacerated kidney in 2018 after he was stepped on, a resilient Kassel bounced back to finish second at the College National Finals Rodeo in 2019. Kassel then began what will go down in history as one of the greatest rises through the PBR ranks in league history.

CAREER IN REVIEW:**2019**

- Kasel made his PBR debut in March in Belton, Texas. On June, 1 he was still unranked, with zero world points. It didn't take long, however, until Kasel, who has a propensity for making big rides, set the bull riding community abuzz.
- He made his first splash on June 20 when he won and finished runner-up at the Touring Pro Division event in Williston, North Dakota.
- Following his sweep of the North Dakota event, Kasel recorded six Top 10 finishes at the Touring Pro Division level, including runner-up efforts in Santa Barbara, California, and Rocksprings, Texas. In Santa Barbara, Kasel turned heads when he rode then YETI PBR World Champion Bull contender Spotted Demon for a massive 93 points.
- Immediately preceding his Unleash The Beast debut on August 10, Kasel went 3-for-4, capped by a 90.5-point ride on Deep Water, to win the annual developmental tour event in Big Sky, Montana.
- Once on bull riding's biggest stage in Tulsa, Oklahoma, Kasel continued to flourish. In Round 1, Kasel covered his first Unleash The Beast draw and won the round with an 88.75-point ride aboard Sun Country. He finished seventh overall for 105 world points to rise to No. 37 in the world.
- After a 15th place result the next weekend in Houston, Texas, Kasel showed he was at PBR's elite level to stay at the fourth and final Major in Nashville, Tennessee. Competing at his first Major, after winning Round 1 with an 89.25-point ride on Kamabugu, Kasel won Round 2 with the eighth highest score of the regular-season on the premier series, a 92-point ride on Fearless - his first 90-point effort on the Unleash The Beast. Kasel rose from No. 37 at the start of the event to No. 21.
- After a sixth-place result in Anaheim, California, Kasel was back atop the leaderboard in Fairfax, Virginia. He again won the event's opening two rounds, but an ever-close 7.73-second buckoff in the championship round aboard Buckeye Bill ended his shot at victory. His runner-up finish catapulted him to No. 15 in the world.
- In Minneapolis, Minnesota, Kasel finished fourth to surge from No. 15 to No. 10 in the world. Kasel remained No. 10 in the world heading into the final regular-season event of the year in Nampa, Idaho, where he finally hit gold, going a perfect 3-for-3, again covering Fearless for 92 points, winning his first Unleash The Beast event, and rising to No. 7 in the world.
- His season concluded in Las Vegas, where after finishing 12th at his debut PBR World Finals, Kasel was crowned the 2019 PBR Rookie of the Year as the No. 8 ranked rider in the world.

2020

- After undergoing groin surgery at the end of 2019, Kasel returned to competition in February 2020 for the Iron Cowboy Major in Los Angeles. However, Kasel was quickly sent back to the sidelines, aggravating his groin injury when bucked off by Oscar's Ghost in 5.59 seconds.
- Sideline until late April, Kasel resumed his season at the historic closed events in Guthrie, Oklahoma following the onset of the COVID-19 (coronavirus) pandemic. He finished third at the second iteration of made-for-television events, appearing to be back in championship-contending form.
- Kasel's season, however, was once again plagued by injury, and he needed yet another surgery for his groin after aggravating the ailment at the inaugural Monster Energy Team Challenge in July.
- Kasel returned for the final regular season Unleash The Beast event, and went on to ride at the Pendleton Whisky Velocity Tour Finals where he was seventh.
- Kasel reached the World Finals as an alternate, tapped to ride in Round 3. Going 2-for-3, he finished 15th at the season-culminating event to end the year ranked No. 40 in the world.

2021

- While Kasel began the 2021 season from the start, getting a jump on the title race with a second-place finish on January 1 at the Touring Pro Division event in Fort Worth, Texas, he rode at just five Unleash The Beast events before injury derailed him once again. Sustaining an injury while competing at The American, Kasel underwent elbow surgery, keeping him out of competition for four months.

- During his time off, however, Kasel remained active in the PBR, keeping tabs on his competition as he hauled bulls to Pendleton Whisky Velocity Tour events for stock contractor Rickey Shuler.
- Returning to action in mid-June, Kasel quickly regaining his championship-contending form. On July 2 he won the Touring Pro Division event in Paris, Tennessee, and at the third Unleash The Beast of the second half, Kasel was back atop the Can Am Cage in Sacramento, California.
- Remaining red hot, and qualifying for his third PBR World Finals, Kasel delivered an historic effort in early October in San Antonio, Texas, en route to his second elite tour win of 2021. Teaming with Woopaa, Kasel recorded what is now the third-highest score in PBR history, marked a monstrous 96.75 points.
- Kasel concluded the year with a 34th-place result in Las Vegas for the 2021 PBR World Finals, ranked No. 14 in the world.

#15 KEYSHAWN WHITEHORSE

Known as “The pride of the Navajo Nation,” 2018 PBR Rookie of the Year Keyshawn Whitehorse broke through in 2020 and continued to reach new heights in 2021. While Whitehorse has reached numerous milestones in his young career to date, including registering his first 90-point ride and event win on the elite tour, one title has eluded him, that of PBR World Champion.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS APPEARANCES

4

HOMETOWN

MCCRACKEN SPRINGS, UTAH

RESIDENCE

MCCRACKEN SPRINGS, UTAH

HEIGHT

5'8"

WEIGHT

155

BORN

6/24/92

RIDING HAND

RIGHT

CAREER EARNINGS

\$643,102.77*

HIGH-MARKED RIDE

93.75 POINTS ON CHISELED DURING THE CHAMPIONSHIP ROUND OF THE 2020 PBR WORLD FINALS IN ARLINGTON, TEXAS ON NOVEMBER 15, 2020



AWARDS

- THREE-TIME PBR GLOBAL CUP TEAM USA QUALIFIER
- 2018 PBR ROOKIE OF THE YEAR

JOURNEY TO THE PBR:

- Growing up on the high desert of rural southern Utah, Keyshawn Whitehorse began his career at age 5, mutton busting, working his way up to steers and eventually bulls. His father was a hobby bull rider and enjoyed watching the PBR on television, which was how he was exposed to the sport.
- Whitehorse also credits Robson Palermo as being a tremendous mentor, helping him with his riding style as well as the general disciplines of the sport.
- After competing in the MBR (Miniature Bull Riders) as a youngster, during his high school years, Whitehorse’s family moved to Texas, and he began riding competitively on his high school team.
- Proud of his Navajo roots, Whitehorse draws on spiritual traditions before each out, with a methodical preparation including a prayer ritual that blends Navajo tradition and Christianity. Whitehorse also anoints his body with burnt cedar and asks for protection and for communion with the bull he is attempting to ride. Rather than seeking to dominate the bovine, he prays for a partnership.

CAREER IN REVIEW:**2015-2017**

- Whitehorse made his PBR debut in 2015, finishing second at the Touring Pro Division event in Fredericksburg, Texas.
- After competing at several more Touring Pro Division stops and events on the Pendleton Whisky Velocity Tour, Whitehorse debuted on the elite Unleash The Beast in Feb. 2016 at the Iron Cowboy in Arlington, Texas, one of four Major events that season, where he was fourth.
- While he reached the sport's top level one more time in 2016, riding in San Jose, California, a season in which Whitehorse also won two Pendleton Whisky Velocity Tour events, and competed at five events in 2017, it wasn't until 2018 that he became a consistent presence on the elite Unleash The Beast.

2018

- Recording six regular-season Top 10 efforts, led by a third-place result in St. Louis, Missouri, where he was third, Whitehorse qualified for his first-ever PBR World Finals in 2018.
- Capping his performance in Las Vegas with an 89.5-point trip on Wicked Dreams in Round 5, then the high-marked ride of his career, Whitehorse clinched the Rookie of the Year honor, ending the season No. 19 in the world.
- His breakthrough year also included his first selection to Team USA for the PBR Global Cup, competing as the nation's alternate in Sydney, Australia.

2019

- Unable to continue his momentum into 2019, Whitehorse fell victim to the premier series cutline in March.
- Whitehorse battled his way back to the elite tour via success on the Velocity Tour, backed large in part by a win in Casper, Wyoming.
- Finding subsequent success on the premier series, led by a season-best fifth-place result in Sioux Falls, South Dakota, coupled with a strong summer run, Whitehorse made his second consecutive appearance at the World Finals in 2019. While he was shut out, Whitehorse finished the year ranked inside the Top 35, ending the season No. 33.
- Despite his challenges, one of Whitehorse's highlights from 2019 included representing the Navajo Nation on the all Native American Team USA Wolves at the debut PBR Global Cup on American soil.

2020

- Whitehorse's 2020 season on the elite tour began from the sidelines. While riding at the early January event in Denver, Colorado, he aggravated a riding hand injury, which kept him out of Unleash The Beast competition until late February.
- Once he returned to competition, Whitehorse was electric, especially in the second half of the season, recording a collective six Top 10 finishes en route to his third World Finals qualification.
- Inside AT&T Stadium for the first-ever iteration of the season-culminating event in Texas, Whitehorse reached new career heights. In Round 2, he recorded his first 90-point ride on the premier series when he covered Rocky for an impressive 90 points.
- Whitehorse then recorded two additional 90-point rides at the event, including his new career-best ride, a 93.75-point trip on YEI PBR World Champion Bull contender Chiseled in the championship round.
- He finished the 2020 PBR World Finals second, with a year-end No. 7 rank in the world standings.
- In 2020, Whitehorse also returned to represent Team USA Wolves for the 2020 PBR Global Cup USA.

2021

- In 2021, for the second consecutive season, Whitehorse finished inside the world's Top 20, concluding the season after the fourth PBR World Finals of his career No. 15.
- Whitehorse began his campaign in impressive while unconventional fashion, winning his career-first Unleash The Beast event in mid-February at the historic event that began in Del Rio, Texas, and concluded in Glendale, Arizona due to an unprecedented winter storm.
- While Whitehorse hit a slump, the Utah native, however, righted his course with a strong summer push that included a win on the Pendleton Whisky Velocity Tour in Tryon, North Carolina.
- As the year continued, Whitehorse registered three additional Top 10 efforts on the premier series before competing at the 2021 PBR World Finals.
- Whitehorse's 2021 season also featured a career-best four 90-point rides.

#16 MARCO EGUCHI (Eh-goo-chee)

Rising from humble beginnings to PBR stardom, nine-time PBR World Finals qualifier Marco Eguchi has excelled on the sport's biggest stages. In addition to winning the PBR World Finals in 2018, Eguchi has been key in Team Brazil's dominance at the prestigious PBR Global Cup and has twice finished inside the world's Top 5.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS QUALIFICATIONS

9

HOMETOWN

POÁ, BRAZIL

RESIDENCE

DECATUR, TEXAS

HEIGHT **WEIGHT**

5'7" 145

BORN

5/22/89

RIDING HAND

RIGHT

CAREER EARNINGS

\$1,815,344.46*

HIGH-MARKED RIDE

94 POINTS, TWICE, MOST RECENTLY ON SMOOTH OPERATOR DURING THE 15/15 BUCKING BATTLE IN OKEECHOBEE, FLORIDA ON JANUARY 30, 2021

**AWARDS**

- 2019 PBR GLOBAL CUP USA CHAMPION
- PBR GLOBAL CUP TEAM BRAZIL QUALIFIER
- 2018 PBR WORLD FINALS EVENT WINNER
- 2018 LANE FROST/BRENT THURMAN AWARD WINNER

JOURNEY TO THE PBR:

- Marco Eguchi's career is rooted in humble origins, first beginning his training at local arenas near his home in Brazil.
- After getting his first taste for the sport, Eguchi soon began competing at small events in his home country. He began his tenure with the PBR, which has now spanned more than a decade, competing at Brazilian Touring Pro Division events in 2008.

CAREER IN REVIEW:**2011-2016**

- In 2011, Eguchi first traveled north to the United States to compete on the PBR Touring Pro Division, ascending to the PBR's elite Unleash The Beast that March in Chicago. Eguchi rode in one more elite tour event that season, before becoming a series regular in 2012.
- In January 2021, Eguchi captured his first Unleash The Beast victory, dominating in Sacramento, California, and also qualified to his career-first PBR World Finals, finishing sixth.
- After being a perennial Top-15 contender in his first three seasons riding on the top tour, Eguchi then battled a persistent injury to his right elbow that sent him to the cutline in March 2015.

2017-2018

- In 2017, Eguchi came back to the top level for a full season. In full health, the Brazilian ended the year No. 22 in the world.
- While Eguchi was shut out for an event win during the 2018 regular season, he stood atop the Can-Am cage when it counted most - the PBR World Finals.
- Entering the sixth PBR World Finals of his career No. 20 in the world, Eguchi went an astounding 5-for-6, winning Rounds 2 and 3, to capture the World Finals event victory. His performance, which earned him the Lane Frost/Brent Thurman Award for his 94-point ride on Spotted Demon in Round 2, also propelled him to conclude the year a then career-high No. 5 in the world.

2019

- Eguchi struggled early in the 2019 season.
- However, after falling victim to the cutline at the start of the season, Eguchi was back to his World Championship contending form at the final Unleash The Beast Major in Nashville, going 3-for-5 to win the event, skyrocketing from No. 24 to No. 9 in the world standings.
- In the final months of the regular-season two additional Top 10 results on the elite Unleash The Beast allowed him to reach the PBR World Finals for a seventh time, finishing 26th at the season-culminating event to conclude the year No. 10 in the world.
- The 2019 season also included a nod to ride for his home country in the inaugural PBR Global Cup USA in Arlington, Texas. Eguchi went 1-for-2 at the event for Team Brazil, which became the first-ever back-to-back PBR Global Cup Champions.

2020-2021

- Eguchi excelled when it mattered most in 2020, his career-best year.
- The Brazilian standout earned five Top-10 finishes throughout the regular-season and shined at the PBR World Finals, finishing third. Earning a critical 445.5 world points, Eguchi surged from No. 19 to No. 4 in the world, his career-best finish in the year-end rankings.
- Eguchi began the 2021 season on a hot note. After finishing third at the second Unleash The Beast tour stop of the new year in Arcadia, Florida, Eguchi won the 15/15 Bucking Battle the very next weekend in Okeechobee, Florida, courtesy of what tied for the high-marked ride of his career. Eguchi won the special round after team with two-time YETI PBR World Champion Bull Smooth Operator for a monstrous 94 points.
- As the year progressed, Eguchi registered an additional five Top 5 finishes en route to his ninth PBR World Finals qualification.
- Going 2-for-5 to conclude the year-end event 14th, Eguchi concluded the 2021 season No. 16 in the world standings.

#17 JESSE PETRI

Resilient Florida native Jesse Petri made his presence known in 2021. After a potentially disastrous injury sidelined him during his very first outing on the elite Unleash The Beast, Petri rebounded in true cowboy fashion, delivering a career-best season, including his first event win on the premier series, en route to qualifying for his career first PBR World Finals. Laser-focused on becoming a World Champion, all eyes are sure to be on Petri and what he can accomplish in his sophomore season on the premier series.



@JESSEPETRI2016



@JESSEPETRI

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

**CAREER
STATS**

WORLD FINALS APPEARANCES

1

HOMETOWN

GENEVA, FLORIDA

RESIDENCE

DUBLIN, TEXAS

HEIGHT

6'0"

WEIGHT

165

BORN

12/9/97

RIDING HAND

LEFT

CAREER EARNINGS

\$11,657.01*

HIGH-MARKED RIDE

90 POINTS ON DIDDY WA DIDDY
IN CHEYENNE, WYOMING, ON
JULY 27, 2021



JOURNEY TO THE PBR:

- Jesse Petri began his career at the age of 9 while living in Montana after he convinced his resistant mother, Valerie, to let him attend a Rodeo Bible Camp in Bozeman.
- While his family spent just a year in Big Sky Country, returning to Florida, Petri remained enamored by western sports. He began to watch videos of successful Florida bull riders, such as 2011 Ring of Honor inductee Tater Porter, and he would scan the internet for highlights of PBR greats Justin McBride, J.W. Hart, Michael Gaffney, Chris Shivers, and Ross Coleman.
- In his teenage years, Petri both excelled in high school competition, crowned the 2016 Florida High School Rodeo Association state champion bull rider for Oviedo High School, and crisscrossed Florida seeking practice sessions and open events to compete in.
- Petri remembers driving every Wednesday an hour-and-a-half down Interstate 4 in central Florida to get on practice bulls at C.J. Brown's home, while on Saturday nights, Petri frequented the Westgate River Ranch Rodeo, where he could sometimes take home \$500 to \$600.
- After graduating high school, Petri went on to compete in the collegiate ranks, earning a rodeo scholarship to attend Trinity Valley Community College.

CAREER IN REVIEW:**2016-2020**

- Petri made his PBR debut in 2016, competing at the Lafayette, Louisiana, Touring Pro Division event.
- While he made one more appearance in PBR competition in 2016, and competed sporadically throughout 2019 and 2020, Petri's focus in the early years of his career was qualifying for the National Finals Rodeo.
- Petri, however, was not able to actualize that goal, held back by a series of injuries including a broken leg in 2018 and three surgeries on his free arm elbow. Petri also broke his elbow in back-to-back seasons, and his best finish in the PRCA standings came in 2019 at No. 30.

2021

- In 2021, Petri made the shift to PBR, beginning his quest to qualify for the first PBR World Finals of his career.
- Petri registered his first PBR event win in late February, topping the field at the Pendleton Whisky Velocity Tour event in North Charleston, South Carolina.
- Compliments of the victory, in March 2021, Petri made his Unleash The Beast debut in Glendale, Arizona.
- However, as quick as he was to find success in Arizona, covering his Round 1 opponent Vertigo Spy for 87 points, Petri was relegated to the sidelines. In Round 2, after covering Rack City Dreamin for 63.25 points, Petri was stepped on during his dismount, sustaining a Grade 3 lacerated liver, bruised lung and a broken rib. As a result, Petri faced a 6-12-week recovery after being released from the hospital.
- Sideline for just six weeks, Petri returned to action in late April for the Unleash The Beast stop in Nampa, Idaho, finishing 17th.
- Despite being shut out in his next three events, as the first half wound to a close, Petri regained his premier series form in Jacksonville, Florida where he logged his first elite tour round win in topping Round 2 of the PBR Bad Boy Mowers Invitational, presented by Union Home Mortgage, via an 88.75-point score on Hard Shot. Overall, Petri registered a third-place effort for his 2-for-3 showing, nearly doubling his then career ride total on the premier series, improving from 3-for-10 entering the tour stop to 5-for-13 leaving Jacksonville.
- Petri's success continued to mount in the subsequent Unleash The Beast events, finishing sixth in Las Vegas in mid-June, and fourth at the Last Cowboy Standing Major in late July in Cheyenne, Wyoming.
- In Wyoming, Petri registered his first 90-point ride on the premier series, covering Diddy Wa Diddy for 90 points in Round 2.
- During the second half, Petri made a shift in his diet and workout routine, curtailing his trips to fast food restaurants and spending more time in the gym, where he would listen to music and visualize his goals while working on his fitness.
- The lifestyle change proved dividends. In mid-October following the shift, Petri captured his career-first Unleash The Beast event in Manchester, New Hampshire. Going 2-for-3, Petri rode Dr. Campbell for 89 points in Round 1, before clinching the win with an 87.5-point ride on WSM's Foghorn Leghorn in the championship round. He earned a crucial 126 world points and cracked the Top 15 in the world standings, climbing from No.19 to No. 13.
- Qualifying for his career-first PBR World Finals at year's end, Petri concluded 2021 ranked a career-high No. 17 in the world, also finishing fourth in the hotly contested Rookie of the Year race.

#18 CODY TEEL

In 2012, Cody Teel was crowned the PRCA bull riding champion. Now the Texan's sights are set on a PBR World title, gold buckle and \$1 million bonus to become only the second rider in history to have both titles. Having competed through the likes of a torn ACL and other injuries that would sideline most athletes, Teel is recognized to have the grit, determination and skill to one day achieve his dream.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS APPEARANCES

5

HOMETOWN

KOUNTZE, TEXAS

RESIDENCE

COLLEGE STATION, TEXAS

HEIGHT

6'0"

WEIGHT

165

BORN

6/9/92

RIDING HAND

RIGHT

CAREER EARNINGS

\$1,180,291.65*

HIGH-MARKED RIDE

94.5 POINTS ON CHISELED
IN CHEYENNE, WYOMING,
ON JULY 27, 2021



AWARDS

- THREE-TIME PBR GLOBAL CUP TEAM USA QUALIFIER
- TWO-TIME PBR GLOBAL CUP CHAMPION (2017, 2019)

JOURNEY TO THE PBR:

- Growing up, Cody Teel wanted nothing more than to be like his dad, a professional bull rider for the PRCA in the 1980s.
- Before he was 10, Teel was attempting calves, and by the time he reached high school was one of the state's top bull riders, winning two Texas High School State Championships for Kountze High School.
- Teel's professional career began with the PRCA in 2012 after winning the 2011 College National Finals Rodeo while attending Sam Houston State University. In his rookie season with the organization, Teel won the Wrangler National Finals Rodeo (NFR) en route to being named the 2012 PRCA Champion, the youngest title holder in the modern era at 20 years old.
- Teel went on to qualify for four additional NFRs, winning the NFR event average twice (2012 and 2013), and was the 2016 Calgary Stampede Champion in his debut appearance at the event.
- Teel has set a goal to join Tuff Hedeman as only the second rider in history to hold the title of both the PRCA and PBR World Champion.

CAREER IN REVIEW:**2017**

- After a delayed start to the 2017 season, sidelined by surgery to repair a broken collarbone sustained at the 2016 NFR, Teel launched his PBR season riding at the Pendleton Whisky Velocity Tour event in Roanoke, Virginia, in January. At his first PBR event on American soil since 2010, Teel won the title by going a perfect 3-for-3, earning a chance to compete at the February PBR Major, Iron Cowboy.
- Teel won just his fourth event on the premier series at March's stop in Glendale, Arizona, propelling him from No. 38 to No. 19 in the world, and solidifying his spot on tour.
- Two weeks later, in Billings, Montana, Teel's talents were again on full display when he covered two previously unriden bulls, Mystikal for 87 points, and Hey Jack for 87.75 points, to finish third.
- In the second half of the season, Teel surged in the standings, reaching No. 10, after finishing runner-up at the Major in Nashville, Tennessee.
- Before qualifying for his first-ever World Finals, Teel won his first 15/15 Bucking Battle during the special round of competition in Nampa, Idaho after riding Beaver Creek Beau, which propelled him to a career-high No. 9 world ranking. Leading the Rookie of the Year race for a good portion of the season, Teel concluded his first-year campaign fourth in that race, and No. 14 in the world.
- He closed out a strong 2017 season in Edmonton, Alberta, Canada, riding as a part of Team USA, adding one score to help propel Team USA to a win at the inaugural PBR Global Cup.

2018

- In 2018, Teel emerged as a World Championship contender. Bettering his runner-up finish from the past year, Teel won the first Major of his career in Nashville, surging from No. 12 to No. 6 in the world.
- Prior to his second PBR World Finals, Teel logged one additional Unleash The Beast victory, winning the final regular-season event of the year in Nampa, Idaho and rising to No. 5 in the world.
- Teel's World Finals then unfolded in riveting fashion. After bucking off his first two draws, Teel delivered a massive 90-point ride on Brahma Boots Chrome in Round 3. Teel used his second 90-point effort in as many nights to win Round 4 and further intensify the race for the world title. Marked 90.25 points on Medicine Man, Teel earned 300 world points and rose from No. 5 to No. 4 in the world. A Round 5 buck off, however, ended his Cinderella run. Teel finished the event sixth, going 4-for-6, to reach a career-high No. 3 in the world.

2019

- Teel was once again a force in 2019. Earning two regular-season event wins in Tacoma, Washington, and Billings, Montana, the mild-mannered Texan qualified for his third PBR World Finals as the No. 6-ranked rider in the world.
- At the World Finals, after covering his first three bulls, leading him to be a top contender for the World Finals event win, Teel tore the ACL and MCL in his right knee. While he pushed through the pain in both Round 4 and Round 5, the injury inevitably sidelined him from the championship round. He concluded the year No. 6 in the world.
- The year also included a second selection to the PBR Global Cup, where Teel was chosen to ride for Team USA Eagles in Arlington, Texas. He went 2-for-3 in the nation's runner-up finish.

2020-2021

- Returning to action in time for the start of the 2020 season, Teel wasn't back to his winning form until May. Logging just two Top-10 finishes in the first four months of the season, he hit his stride at the elite tour's closed events in Guthrie, Oklahoma, delivering a second and fourth-place effort in consecutive weeks to climb from No. 55 to No. 21 in the world.
- Teel's hot first-half start cooled throughout the second-half of 2020.
- Reaching his fourth PBR World Finals, Teel, regained his momentum on the sport's biggest stage, riding to an eighth-place finish at the PBR World Finals to conclude the year No. 16 in the world.
- In 2021, despite battling numerous slumps, Teel won one of the PBR's special 15/15 Bucking Battles, topping the special round in mid-May in Billings, Montana. He also recorded the high-marked ride of his career, covering Chiseled for 94.5 points en route to a third-place result at the Last Cowboy Standing Major in late July in Cheyenne, Wyoming.
- Teel concluded the year with an 11th-place result at the World Finals, ranked No. 18 in the world. Teel has now finished inside the world's Top 20 four consecutive seasons.

#19 CLAUDIO MONTANHA JR.

One of the latest bull riding stars to emerge from Brazil, Claudio Montanha Jr. has been a consistent force on the league's premier series since making his debut in the United States in 2017. Despite not beginning his career until his teen years, Montanha's natural aptitude for the sport is undeniable.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS QUALIFICATIONS

4

HOMETOWN

RIBEIRÃO DOS ÍNDIOS, BRAZIL

RESIDENCE

DECATUR, TEXAS

HEIGHT WEIGHT

5'7" 150

BORN

5/2/89

RIDING HAND

RIGHT

CAREER EARNINGS

\$825,498.70*

HIGH-MARKED RIDE

90.75 POINTS ON ACTING
CRAZY IN COLUMBUS, OHIO
ON APRIL 29, 2018



AWARDS

- THREE-TIME PBR GLOBAL CUP TEAM BRAZIL QUALIFIER (2018-2020)
- TWO-TIME PBR GLOBAL CUP CHAMPION (2018-2019)

JOURNEY TO THE PBR:

- Unlike many riders, Claudio Montanha Jr. came to the sport of bull riding later in life; but that hasn't stopped the Brazilian from mounting a successful career on the sport's elite Unleash The Beast.
- Montanha began riding at 16, and competed in his first rodeo in his home country of Brazil at the age of 19.

CAREER IN REVIEW:

2014-2016

- While he rode on various other circuits, Montanha didn't make his debut on the Brazilian Touring Pro Division until 2014, earning his first PBR buckle just three events later.
- Montanha went on to log 14 Top 10 finishes before travelling north to compete in events in the United States in 2017.
- Aside from the PBR accomplishments he has earned in Brazil, Montanha also won a national title with the Liga Nacional de Rodeio and won the famed Barretos Rodeo in 2016.

2017

- In 2017, as he competed in just his fifth event in the United States, and fourth event on the Pendleton Whisky Velocity Tour, Montanha emerged victorious in Youngstown, Ohio, delivering a perfect 3-for-3 performance.
- After just one month competing on the Velocity Tour, where he went 7-for-12, Montanha made his debut on PBR's elite Unleash The Beast in February, finishing fifth in Kansas City, Missouri, delivering another perfect, 3-for-3 event.
- The Brazilian was a staple at premier events the remainder of the season, leading him to be a top contender for the year's Rookie of the Year title.
- Riding a hot streak into his first-ever PBR World Finals, earning second and third place finishes at the final two regular-season events of 2017, Montanha ended the year No. 13 in the world.

2018-2019

- Montanha continued the momentum into 2018, logging numerous additional career firsts.
- The powerhouse Brazilian earned his first career premier series victory in March in Duluth, Georgia, and was back on top of the Can-Am cage in Billings, Montana, one month later.
- Capping the season with a tenth-place finish at his second PBR World Finals, Montanha concluded the season a career-high No. 4 in the world.
- Montanha also made his PBR Global Cup debut in 2018, going a perfect 2-for-2 in Sydney, Australia. His flawless performance was crucial to Team Brazil's first-ever win at the international, team-formatted event.
- While his 2019 season took a different trajectory, Montanha qualified for the PBR World Finals for the third time, finishing the season No. 21 in the world.
- Among the year's highlights included his win on the elite Unleash The Beast in Columbus, Ohio, and second-consecutive selection to Team Brazil, where the South American nation became the first ever back-to-back Champions at the debut PBR Global Cup on American soil.

2020-2021

- Despite missing a portion of the season after returning home to Brazil at the onset of the COVID-19 (coronavirus) pandemic, Montanha earned his fourth consecutive qualification to the PBR World Finals and finished No. 32 in the world.
- In 2020, Montanha again competed as a member of Team Brazil for the PBR Global Cup USA where his contingent finished third.
- During the 2021 season, Montanha mounted a campaign that resulted in his best year-end finish since 2018, concluding the year ranked No. 19.
- His highlight efforts throughout the year included his fourth career victory on the Unleash The Beast, winning in late October in Greensboro, North Carolina, and his first 90-point ride since 2018, covering Bad Bet for 90.5 points in early August in Little Rock, Arkansas.

#20 RAFAEL HENRIQUE DOS SANTOS

After experiencing great success competing in PBR Brazil, Rafael Henrique dos Santos brought his talents stateside in 2020. After a strong first-year campaign in the U.S., Santos reached numerous career milestones on the elite Unleash The Beast in 2021, capping the year with his first appearance at the PBR World Finals. En route to the qualification Santos rebounded from a broken back and ribs, capturing his first Unleash The Beast victory in his first event back. Despite battling injury the majority of 2021, Santos' grit and natural aptitude for the sport have led many to forecast him as a World Championship contender in the coming seasons.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS QUALIFICATIONS

3

HOMETOWN

SEBASTIANÓPOLIS, BRAZIL

RESIDENCE

DECATUR, TEXAS

HEIGHT

5'6"

WEIGHT

139

BORN

8/18/95

RIDING HAND

LEFT

CAREER EARNINGS

\$125,209.47*

HIGH-MARKED RIDE

91.75 POINTS ON BLUE CRUSH DURING THE 15/15 BUCKING BATTLE IN LOUISVILLE, KENTUCKY ON MARCH 27, 2021



CAREER IN REVIEW:

2016-2019

- Santos made his PBR debut in March 2016, riding at the Brazilian Touring Pro Division event in Nhandeara, São Paulo where he was sixth.
- Competing at six additional events in his debut year riding amongst the PBR ranks, Santos won his first event in July at the developmental tour's event in Quirinópolis, Goiás. He concluded the year ranked No. 17 in the Brazilian national standings.
- Remaining in Brazil for the subsequent three seasons, Santos continued to excel.
- In 2017, he climbed the national standings, concluding the year ranked No. 11 winning one event, along with an accompanying five Top 10 finishes.
- After being mired in a slump in 2018, Santos bounced back in 2019, improving from No. 20 to No. 2 in the year-end standings.
- Santos' 2019 season included an event victory in Colatina, Espírito Santo, and a third-place finish at the PBR Brazil Finals.

2020

- In 2020, despite a late start to the season, Santos made his PBR debut in the United States, competing for the first time on American soil when he rode at the elite Unleash The Beast event in Guthrie, Oklahoma – the event which led the sports world back to competition 41 days after the COVID-19 shut down with new safety protocols in place.
- Making a splash in his debut, Santos finished fourth, and earned a position to compete at the subsequent two Unleash The Beast tour stops.
- Following a limited summer competition series, where he registered one Top 10 finish, seventh in Prairie Grove, Arkansas, Santos was a near permanent face for the entirety of the elite Unleash The Beast second half.
- While Santos logged three Top-10 finishes, he fell just short of qualifying for his career-first PBR World Finals.
- Santos concluded the unique season ranked No. 41 in the world.

2021

- In 2021, Santos found his footing in the United States, and was back to his winning ways that established him as top competitor in the Brazilian ranks.
- While he was shutout through the first two premier series events, Santos nearly won in Fort Worth, Texas in mid-February, when he appeared to have covered YETI PBR World Champion Bull contender Chiseled in the championship round but was called for a slap at the 2.52-second mark.
- Eager to ascend to the top of the Can-Am Cage, Santos clinched his first victory in late March in Louisville, Kentucky, when he won the tour stop's accompanying 15/15 Bucking Battle. He won the special round compliments of a 91.75-point ride on Blue Crush – the high-marked ride of his career, and first on the premier series.
- Contending for the year's Rookie of the Year honor, Santos remained active during the summer break, a decision which nearly cost him his career. En route to his event win in Rocksprings, Texas, in late June, Santos broke his back and several ribs, sidelining him until August.
- Santos, however, returned in near perfect form, winning his first event back when he topped the field in Little Rock, Arkansas.
- While he battled lingering pain from the rib injury throughout the remainder of the season, sidelined for several events, he concluded the year with his first qualification to the World Finals.
- Santos capped the year with a 23rd-place result at the World Finals, ranked a career-best No 20 in the world.

#21 JOAO HENRIQUE LUCAS

Despite being in his 30s, Joao Henrique Lucas is one of the newest faces within PBR's rank of elite riders. Following a three-year career competing intermittently in his home nation of Brazil, Lucas pursued a fulltime career stateside in 2020, a decision which has proved dividends. Lucas has ascended to new career heights and is poised to continue climbing the ranks among the sport's best in 2022.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS QUALIFICATIONS

2

HOMETOWN

BASTOS, BRAZIL

RESIDENCE

AUBREY, TEXAS

HEIGHT

5'7"

WEIGHT

174

BORN

4/3/90

RIDING HAND

LEFT

CAREER EARNINGS

\$123,088.41*

HIGH-MARKED RIDE

90 POINTS ON DETROIT LEAN DURING ROUND 5 OF THE 2021 PBR WORLD FINALS IN LAS VEGAS ON NOVEMBER 7, 2021



CAREER IN REVIEW:

2017-2019

- Joao Henrique Lucas made his PBR debut in May 2017 at the Brazilian Touring Pro Division event in Colatina, Espírito Santo where he finished sixth.
- Lucas competed at two additional PBR events that year, recording qualified rides at both tour stops, headlined by a seventh-place finish in Rancharia, São Paulo
- After competing at just one PBR event in 2018, Lucas ramped up his competition schedule in 2019, beginning the season stateside on the Touring Pro Division in Santa Maria, California, where he captured his career-first PBR victory.
- Lucas competed at four additional events in the United States in 2019 before returning to his home nation where he rode in one final event before season's end.

2020

- In 2020, Lucas once again launched his season on a high note in the United States, finishing sixth at the Touring Pro Division's event in Fort Worth, Texas.
- Following a runner-up and ninth-place finish at Pendleton Whisky Velocity Tour events, Lucas earned his first victory on the league's expansion series when he dominated the field in Knoxville, Tennessee.
- As a result of his victory, Lucas earned a berth to the premier Unleash The Beast, making his debut on the elite tour at the Iron Cowboy Major in Los Angeles.

- Continuing to compete on the league's premier series following his first appearance, Lucas recorded his first ride on the elite tour a month later in Little Rock, Arkansas, where he was seventh.
- Lucas logged three additional Top 10 efforts on the Unleash The Beast before qualifying for his first PBR World Finals in November. Going 1-for-4, Lucas finished 19th at the season-culminating event to conclude the year a career-best No. 33 in the world.

2021

- Lucas' stock continued to rise in 2021, with the surging Brazilian concluding the year with his second qualification to the PBR World Finals, ranked a career-best No. 21 in the world.
- Among his many highlight-reel worthy moments, Lucas recorded his first 90-point ride on the premier series during Round 5 of the 2021 PBR World Finals in Las Vegas, covering Detroit Lean for 90 points.
- The now Texas resident recorded four Top 5 finishes, and an additional six Top 10 results before riding to a career-best 12th place result at the PBR World Finals.

#22 CODY JESUS

Often called “The pride of the Navajo Nation,” soft-spoken Cody Jesus has made a statement amongst the world’s best bull riders in recent seasons. Rising from humble beginnings, and persisting through nagging injury, Jesus has thrice finished inside the world’s Top 35 during five PBR seasons.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS QUALIFICATIONS

3

HOMETOWN

WINDOW ROCK, ARIZONA

RESIDENCE

WINDOW ROCK, ARIZONA

HEIGHT

5'9"

WEIGHT

130

BORN

7/13/98

RIDING HAND

LEFT

CAREER EARNINGS

\$314,995.19*

HIGH-MARKED RIDE

92 POINTS ON LIL 2 TRAIN
DURING ROUND 2 OF THE
2019 PBR WORLD FINALS IN LAS
VEGAS ON NOVEMBER 7, 2019

AWARDS

- TWO-TIME PBR GLOBAL CUP
TEAM USA WOLVES QUALIFIER



JOURNEY TO THE PBR:

- While his father Vernon was a local bareback rider, Cody Jesus’ interest in the sport of bull riding was sparked by the movie “8 Seconds.” The intrigue he experienced as a child when watching the movie about legendary rider Lane Frost ultimately propelled him to get on his first bull at 14.
- Self-taught, the Window Rock, Arizona-native began to learn how to compete in the sport by setting up an old plastic barrel tied to two trees with rope.
- In 2013, his practice moved to the barrel’s real-life equivalent when Jesus’ mom purchased his first practice bull.
- As one of eight children, and from a family that didn’t have electricity or running water until he was 14, Jesus was committed to self-funding his dream by doing numerous jobs including pinon nut-picking and recycling bottles and cans to earn enough money to enter his initial events.

CAREER IN REVIEW:

2016-2017

- Cody Jesus made his PBR debut in 2016, competing at just one event, the Grand Junction, Colorado Touring Pro Division stop, where he was second.

- Less than a year later, and with an additional Touring Pro under his belt, Jesus made his Unleash The Beast debut as the Native American invite to the 2017 Ty Murray Invitational in Albuquerque, New Mexico.
- Jesus made sure fans knew his name just seven months later when he finished fifth at the 2017 Pendleton Whisky Velocity Tour Finals.

2018

- Jesus then caught fire in 2018. Again earning the Native American invite to the season's Ty Murray Invitational in New Mexico, Jesus went 2-for-4 to finish seventh.
- Jesus used an impressive win backed by two 90-point rides on the Velocity Tour in front of his hometown crowd in Window Rock, to earn an invite to the Fairfax, Virginia elite tour event.
- Going a perfect 3-for-3, Jesus finished second in Fairfax and climbed 28 positions in the world rankings, surging from No. 66 to No. 38.
- Competing at the final three premier series regular-season events, capping his streak with a fifth-place result in Nampa, Idaho, Jesus made his World Finals debut that November in Round 3 as an alternate.
- Jesus then went 2-for-4 at the season-ending event to finish 18th and conclude the year No. 35 in the world.

2019-2020

- The Navajo bull rider was then a consistent presence on the Unleash The Beast throughout 2019, although sidelined periodically due to a nagging groin injury.
- While he remains on the hunt for his first elite series event win, Jesus reached an important career milestone when he won his first 15/15 Bucking Battle in February in Oklahoma City. Jesus topped the special round with a 91.5-point score on Cochise, the first 90-point ride of his Unleash The Beast career.
- Making his second appearance at the PBR World Finals at season's end, the 2019 Rookie of the Year contender tallied seven additional Top-10 efforts on the elite Unleash The Beast before competing inside T-Mobile Arena.
- While he may have only recorded one score in Las Vegas, Jesus' Round 2-winning, career-high 92-point ride aboard Lil 2 Train elevated him to a ninth-place finish.
- He concluded the year a career-best No. 20 in the world.
- The 2019 season also included Jesus's Global Cup debut, chosen to compete for the all Native American Team USA Wolves at the first-ever edition of the event on American soil. Jesus' 2-for-3 performance helped his team to a third-place finish in the event.
- In 2020, injury derailed Jesus' season. After registering two Top-10 finishes on the premier series, Jesus injured his leg while competing for Team USA Wolves at the 2020 PBR Global Cup USA and was out of competition for the remainder of the year.

2021

- The 2021 campaign was a resurgent season for Jesus, returning to the sport's premier series, and again ending the year ranked inside the Top 35, finishing No. 21.
- Competing sporadically throughout the first-half, with his efforts headlined by two Touring Pro Division wins, Jesus was a frequent contender on the Unleash The Beast when the elite tour resumed in late July.
- Three Top-10 results on the elite Unleash The Beast propelled Jesus back to the World Finals for the first time in two years, where he went 2-for-5 to finish 15th.

#23 MARCELO PROCOPIO PEREIRA

After battling a slew of injuries in the early years of his career, Marcelo Procopio Pereira left the fate of his career up to an ultimatum – get approved for a Visa to compete in the United States, or retire. With his Visa approved, Pereira packed up his life in Brazil and moved stateside in search of bull riding glory. The decision, has since proved dividends, with Pereira now one of the latest stars from Brazil to make a mark in the Unleash The Beast.

 @MARCELO_CARRERINHA

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

CAREER
STATS

WORLD FINALS APPEARANCES

1

HOMETOWN

RINOPOLIS, BRAZIL

RESIDENCE

WHITESBORO, TEXAS

HEIGHT

5'9"

WEIGHT

158

BORN

3/3/95

RIDING HAND

RIGHT

CAREER EARNINGS

\$50,498.62*

HIGH-MARKED RIDE

89.25 POINTS ON @PBR ON TIKTOK
IN ANAHEIM, CALIFORNIA, ON
SEPTEMBER 11, 2021



JOURNEY TO THE PBR:

- At the age of 12, Marcelo Procopio Pereira began his career aboard mini bulls under the watchful eye of mentor Rinaldo da Silva. Silva, the 1996 Barretos bull riding champion, was from Tupa, Brazil, a Sao Paulo town about 40 minutes from Pereira's hometown of Rinopolis.
- Pereira would usually compete at various junior rodeo events in his home nation, often held in conjunction with a professional rodeo.
- The burgeoning Brazilian, however, learned from an early age the toll injuries can take. By the time Pereira turned 18, he had already undergone three different surgeries, two on his shoulders and one on his right knee. And the injuries continued to mount once he turned professional, sustaining dislocated shoulders, knee injuries and endless bumps and bruises.
- However, with the encouragement of people like his good friend Carlos Augusto Chavez and his uncle Ivan de Lima, who helped bring Pereira to events as his parents did not have a car, Pereira persevered.
- With injuries stifling Pereira's progress at every turn, at the age of 24, he gave himself an ultimatum, if he applied for a Visa to travel to the United States, and was denied, he would give up on his dream of being a professional bull rider.
- Approved for his Visa, Pereira moved to the U.S. in January 2020. While he did not compete in 2020 due to the COVID-19 (coronavirus) pandemic, in 2021 he began to pursue his dream of riding at the PBR World Finals with fervor.

CAREER IN REVIEW:**2018-2019**

- Pereira made his PBR debut in September 2018 in Pirajuba. Going a near perfect 3-for-4, Pereira finished 10th in his career first event with the organization.
- Appearing in just three additional events throughout 2018, Pereira again had a limited season in 2019, riding in just one event when he made his United States debut in late August at the Touring Pro Division event in Belton, Texas.

2020-2021

- While the COVID-19 shutdown kept Pereira out of competition in 2020 following his move to the United States, Pereira was electric in 2021, mounting a banner season.
- After riding at just three events, Pereira reached a critical career milestone in late January, capturing his first PBR win when he dominated the Pendleton Whisky Velocity Tour event in Greenville, South Carolina.
- Compliments of the win, Pereira made his Unleash The Beast debut the next weekend in Okeechobee, Florida, where he also competed in his first 15/15 Bucking Battle.
- While shut out in his first outing on the premier series, Pereira was quick to find his footing. In early April, he registered his first ride on the premier series en route to a seventh-place finish at the annual tour stop in Sioux Falls, South Dakota. Registering four additional Top 15 efforts entering the summer break, Pereira's first half success cemented him a near permanent position on the elite tour for the remainder of the year.
- As the season continued, Pereira, who was also in the mix for the 2021 PBR Rookie of the Year honor, logged two career-best third-place finishes on the premier series, in Anaheim, California, and Lincoln, Nebraska, before earning his career-first berth to the PBR World Finals.
- On bull riding's biggest stage, Pereira went 2-for-5 en route to finishing 18th.
- Pereira concluded the 2021 season ranked a career-high No. 23 in the world.

#24 PAULO LIMA

One of the biggest moments of Paulo Lima's career came in one of the world's most iconic venues – Madison Square Garden in New York City. Delivering a perfect 4-for-4 performance, and riding the event's bonus bull for an added \$25,000, Lima won the season-launch Major in 2017 to establish himself as a bull rider to watch. Lima's propensity to excel at Majors was back on full display in 2021. Covering eventual YETI PBR World Champion Bull Woopaa for a career-best 95.25 points, Lima netted his second Major win in Fort Worth at the Iron Cowboy.

 @PAULOLIMABANDEJA

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS QUALIFICATIONS

3

HOMETOWN

BEZERROS, PE, BRAZIL

RESIDENCE

DECATUR, TEXAS

HEIGHT

5'7"

WEIGHT

163

BORN

9/14/85

RIDING HAND

LEFT

CAREER EARNINGS

\$876,585.18

HIGH-MARKED RIDE

95.25 POINTS ON WOOPAA IN FORT WORTH, TEXAS, ON AUGUST 29, 2021



JOURNEY TO THE PBR:

- Under the tutelage of his father, Paulo Lima began riding steers at the age of eight, quickly advancing to larger stock, and making his PBR debut in 2010.

CAREER IN REVIEW:

2010-2011

- Paulo Lima made his PBR debut in January 2010 at the iconic Touring Pro Division event in Denver, Colorado, held in concert with the National Western Stock Show.
- Despite briefly returning home to Brazil, Lima was quick to reach the elite Unleash The Beast ranks, making his premier series debut in April in Billings, Montana where he finished 26th.
- A near permanent face on the elite tour the remainder of the season, Lima broke through in May when he finished runner-up in Pueblo, Colorado, before earning his first event win in September in Greenville, South Carolina.
- Lima concluded his rookie season with a sixth-place finish at the 2010 PBR World Finals, ending the year No. 23 in the world.

- Lima continued to rise in 2011, finishing No. 19 in the world. He won two additional events and finished the year with his second consecutive World Finals qualification, where he was 16th, ranked No. 19 in the world.

2012-2016

- Despite his initial success, Lima battled the Unleash The Beast cutline in both 2012 and 2013, finishing the years ranked No. 41 and No. 47, respectively, in the world.
- After his 2014 season was impacted by injury, Lima began to rebound in 2015, concluding the year No. 66 in the world.
- In the 2016 season the Brazilian established a place for himself as a constant on the elite Unleash The Beast as one of the Top 35 riders in the world.
- After winning the first two Pendleton Whisky Velocity Tour events and covering six consecutive bulls across the first three events, Lima continued to open his season with a bang by winning the first Major of the year in New York City at Madison Square Garden in his first elite tour event of 2016.
- Lima won one of the highest-profile events in the sport with a 4-for-4 performance, highlighted by riding the event's bonus bull Cochise for 90 points, earning an additional \$25,000.
- Just weeks into the season, Lima had already reached a career-high for season earnings with \$151,704.40 following the event in New York City.
- Compliments of the victory, Lima also vaulted to the top of the world standings and held the No.1 ranking for five consecutive weeks.
- At 2016 season's end Lima finished 20th at the World Finals event and a career-best No. 12 in the world standings.

2017-2020

- Following his break-through 2016 season, Lima struggled to recapture his championship-contending form. After being cut from the Unleash The Beast in March 2017, Lima returned home to Brazil and didn't compete in PBR action again until October, concluding the season with three appearances on the Pendleton Whisky Velocity Tour.
- Back in the United States full time in 2018, Lima won one of the first Velocity Tour events of the new season in Ontario, California, and logged three additional Top 5 efforts before returning to the Unleash The Beast in mid-February in Anaheim, California.
- Riding at nine additional Unleash The Beast regular-season events, Lima concluded the year at the World Finals where he was 16th and ended the year No. 44 in the world.
- The subsequent 2019 and 2020 seasons were once again rollercoaster years for the poised Brazilian.
- Intermittently appearing on the premier series both years, he finished the years ranked No. 60 and No. 47, respectively, in the world.

2021

- If there were any doubts about Lima's ability to compete amongst the world's best riders and bulls, he erased those in 2021.
- Beginning his campaign on the league's expansion and developmental tours, Lima won the Pendleton Whisky Velocity Tour event in early April in College Station, Texas, to earn a berth to the premier series.
- Despite being on the bubble for the next four months, Lima delivered a performance that won't soon be forgotten after earning a last-minute berth to ride at the late August Iron Cowboy Major event in Fort Worth.
- Covering eventual YETI PBR World Champion Bull Woopaa for a career-best 95.25 points, Lima won the Major, garnering 264 world points and surging 30 positions in the world rankings from No. 46 to No. 16.
- While Lima sustained a strained right hip adductor at the very next Unleash The Beast event, sidelining him for the remainder of the regular season, his prior successes earned him his fourth appearance at the PBR World Finals.
- Going 1-for-5 at the sport's most prestigious event, Lima concluded the year ranked No. 24 in the world.

#25 DAYLON SWEARINGEN

Daylon Swearingen is one of the grittiest, hardest-working athletes in pro sports. After taking the western sports world by storm in 2019, driving more than 30,000 miles across North America en route to the 2019 National Intercollegiate Rodeo Association Bull Riding Championship, 2019 PBR Canada Championship, and qualifications to both the PBR World Finals and NFR, Swearingen continued to excel in 2020 and 2021, proving he would be a force for years to come.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS APPEARANCES

3

HOMETOWN

PIFFARD, NEW YORK

RESIDENCE

DE KALB, TEXAS

HEIGHT

5'6"

WEIGHT

150

BORN

7/10/99

RIDING HAND

LEFT

CAREER EARNINGS

\$547,855.11*

HIGH-MARKED RIDE

92 POINTS ON COCHISE IN TULSA, OKLAHOMA, ON AUGUST 10, 2019



AWARDS

- PBR GLOBAL CUP TEAM USA QUALIFIER
- 2021 PBR TOURING PRO DIVISION CHAMPION
- 2020 PBR GLOBAL CUP USA CHAMPION
- 2019 PBR CANADA CHAMPION

JOURNEY TO THE PBR:

- Hailing from a family with deep roots in the western lifestyle, Swearingen is the son of barrel racer and trick rider Carrie, while his father Sam created the prominent Rawhide Rodeo Company, which produces more than 100 events a year and is known for its top animal athletes.
- Swearingen's career began aboard the back of sheep and calves, with the New Yorker steadily advancing to bulls by the time he entered high school, where he also competed in bareback.
- Once graduating from the high school ranks, Swearingen began competing at the collegiate level for Panola College where he was pursuing a degree in Land and Ranch Management. Part of the 2019 National Intercollegiate Rodeo Association (NIRA) National Championship team at Panola College, Swearingen also claimed individual success, capturing the NIRA National Championship in bull riding.

CAREER IN REVIEW:

2018

- The collegiate world champion entered the PBR ranks in 2018, and it took just four events until Daylon Swearingen won his first event in Brighton, Florida, going a perfect 2-for-2 to win the Touring Pro Division stop.
- Swearingen finished the year No. 70 in the world.

2019

- In 2019, Swearingen broke through. After a runner-up effort on the Canadian Cup Series in Winnipeg, Manitoba in late January, Swearingen used a Touring Pro Division event win in mid-March in Belton, Texas, and Pendleton Whisky Velocity Tour victory in Wichita, Kansas in mid-April to catapult to the elite Unleash The Beast for the first time in his career.
- Making his premier series debut in Columbus, Ohio, Swearingen went 1-for-3 to finish 13th.
- When the elite Unleash The Beast returned from its annual summer break, won the 15/15 Bucking Battle in Tulsa, Oklahoma with a massive 92-point ride aboard Cochise – his first premier series 90-point ride.
- He then recorded two then career-high fifth-place results in Houston, Texas, and Greensboro, North Carolina, en route to qualifying for his first PBR World Finals.
- A top contender for the year's Rookie of the Year honor, a race he finished third, Swearingen's premier series concluded on an anticlimactic note, when sustaining a concussion in Round 5 of World Finals. He finished 2019 ranked a career-high No. 13 in the world, going 2-for-5 at the World Finals.
- Also qualifying to the NFR in 2019, Swearingen became the youngest athlete in history to qualify for both season-culminating events.
- While the world title race may have been complete, Swearingen, however, had his sights set on another PBR title in 2019 – the PBR Canada Championship. Entering the PBR Canada National Finals No. 4 in the nation standings, 687.57 points removed from the title, Swearingen completed a captivating come-from-behind surge in an event that was decided by the final out. He went a perfect 4-for-4 to win the National Finals, and also the 2019 PBR Canada Championship.
- Illustrating his tenacity, during the spring and summer of 2019, Swearingen logged more than 30,000 miles on his truck, crisscrossing North America to enter bull riding events. One weekend in late May, Swearingen competed simultaneously on PBR's elite series in the U.S. and Canada, taking the day of WCRA rodeo competition in Green Bay, Wisconsin to travel abroad and ride in Halifax, Nova Scotia.

2020

- Swearingen continued to improve in 2020, reaching additional career milestones. In January, he won his first-ever premier series event, dominating the elite tour stop in Chicago. A month later, he won the second 15/15 Bucking Battle in his tenure with the PBR compliments of his 91.75-point ride on World Champion Bull contender I'm Legit Too.
- As the season continued to unfold, Swearingen's highlight reel-worthy moments continued. Reaching his second PBR World Finals, the now Texas resident finished a career-best 12th at the sport's most prestigious event, concluding the year No. 9 in the world.
- In addition to his individual success, Swearingen made his PBR Global Cup debut in February at the 2020 PBR Global Cup USA as a member of event champion Team USA Eagles

2021

- At the conclusion of the 2020 season, Swearingen underwent both hip and shoulder surgery, keeping him out of competition until June.
- Swearingen made his 2021 debut on June 4 in Kalispell, Montana, by picking up right where he left off, riding to a fourth-place result.
- While the New York native entered a brief slump, he snapped back to his winning ways at the early September Touring Pro Division events in Archdale, North Carolina, hosted by Jerome and Tiffany Davis. Going 4-for-4 and delivering two monster 90-point rides, Swearingen finished the event both first and second, setting a tone for the remainder of the season.
- Cracking into the world's Top 35 in just four months' time, Swearingen reached the World Finals for the third time in his career. Finishing 32nd at the year-end event, he concluded 2021 ranked No. 25 in the world.
- Swearingen, however, wasn't finished. Just like the 2019 season, he traveled to Canada following the World Finals to compete at the PBR Canada National Finals. Going a perfect 4-for-4 inside Rogers Place, including a 91.5-point score on Bull of the Year Happy Camper, Swearingen completed the 2021 season by winning the PBR Canada National Finals.

#26 ANDREW ALVIDREZ

Former powerlifter Andrew Alvidrez is proving to be one of the sport's most determined athletes. Breaking through to the PBR's elite tour for the first time in 2020, the determined Texan is one of the sport's pre-eminent talents, likely to be a force in the coming seasons as he continues to pursue new milestones.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS APPEARANCES

2

HOMETOWN

SEMINOLE, TEXAS

RESIDENCE

SAN ANGELO, TEXAS

HEIGHT

5'5"

WEIGHT

160

BORN

9/15/96

RIDING HAND

RIGHT

CAREER EARNINGS

\$181,480.46*

HIGH-MARKED RIDE

91.25 POINTS ON MEDICINE
MAN IN BILLINGS, MONTANA
ON SEPTEMBER 13, 2020



AWARDS

- 2018 PBR TOURING PRO DIVISION CHAMPION

JOURNEY TO THE PBR:

- Starting his career at a young age, Andrew Alvidrez attempted his first animal counterpart at the age of three when he climbed upon a sheep to compete in mutton busting. He quickly developed a love and sense of comfort on top of an animal.
- At age eight, Alvidrez began to take western sports more seriously, advancing to riding steers.
- Inspired by three-time PBR World Champion Adriano Moraes, Alvidrez remembers staying up late with his dad to watch PBR events to study how the pros made their moves.

CAREER IN REVIEW:

2014-2018

- Alvidrez made his PBR debut in November 2014 at the Touring Pro Division stop in San Antonio, Texas where he found immediate success, finishing seventh.
- Less than a year later, Alvidrez won his first PBR event, topping the field at a subsequent Touring Pro Division stop in San Antonio in July 2015.
- The Texan continued to have intermittent success throughout 2015, and into 2016 and 2017.

- However, in 2018, he broke through, earning the year's Touring Pro Division Championship after logging three wins and an additional seven Top 10 finishes on the league's developmental tour. As a result of his success on the Touring Pro Division, Alvidrez earned a bid to the 2018 PBR Pendleton Whisky Velocity Tour Finals.

2019-2020

- While 2019 was another rollercoaster season for Alvidrez, in 2020, he reached numerous career milestones.
- He began the year on the Pendleton Whisky Velocity Tour frequently at the top of the leaderboard, racking up four Top 10 finishes through the first two months of the season to crack the Top 35 and earn his career-first berth to the elite Unleash The Beast.
- Alvidrez made his premier series debut in March in Little Rock, Arkansas, where he finished second, earning a near permanent place on the elite tour.
- As the season continued, in addition to logging an additional runner-up effort in Billings, Montana, Alvidrez also logged his first 90-point score, a 91.25-point ride on Medicine Man in Montana.
- The Texan concluded the season with his career-first qualification to the PBR World Finals, however, was unable to compete due to a neck fracture sustained in October while riding in Tulsa, Oklahoma. He finished a career-best No. 26 in the world.

2021

- Alvidrez returned to competition in March 2021, logging back-to-back Top 15 results at his first two appearances on the Unleash The Beast, 12th in both Kansas City, Missouri, and Louisville, Kentucky.
- Steadily climbing the world rankings, Alvidrez was back atop the podium during the premier series' summer break, winning on the Touring Pro Division in Livingston, Montana, and on the Pendleton Whisky Velocity Tour in Memphis, Tennessee.
- Alvidrez was a near constant presence on the elite tour for the remainder of the year, finishing a career-best second in September in Anaheim, California, en route to his second consecutive PBR World Finals qualification.
- Riding inside T-Mobile Arena for the prestigious championship event, Alvidrez went 1-for-4 to finish 26th, concluding the year No.26 in the standings for the second consecutive season.

#27 EDUARDO APARECIDO (Ah-pair-a-see-doo)

While he may be known as “Fast Eddy,” veteran Brazilian bull rider Eduardo Aparecido is a consistent force amongst the PBR’s elite ranks. Capable of excelling on the sport’s biggest stages, one title continues to allude Aparecido, that of PBR World Champion.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS APPEARANCES

10

HOMETOWN

GOUVELÂNDIA, BRAZIL

RESIDENCE

DECATUR, TEXAS

HEIGHT

5'8"

WEIGHT

160

BORN

6/4/90

RIDING HAND

RIGHT

CAREER EARNINGS

\$1,822,753.05*

HIGH-MARKED RIDE

93.25 POINTS ON ROY DURING THE CHAMPIONSHIP ROUND OF THE PBR WORLD FINALS IN LAS VEGAS, NEVADA, ON OCTOBER 26, 2014

**AWARDS**

- FOUR-TIME PBR GLOBAL CUP TEAM BRAZIL QUALIFIER
- TWO-TIME PBR GLOBAL CUP CHAMPION (2018-2019)

JOURNEY TO THE PBR:

- As a kid, Eduardo Aparecido watched rodeos on television, telling himself that one day he would ride bulls.
- He prepared for his future career by taking practice rides at a ranch where he worked.
- Aparecido admires Justin McBride for his “perfect riding style,” and he looks to three-time PBR World Champion Silvano Alves and two-time PBR World Champion J.B. Mauney as role models as well.

CAREER IN REVIEW:**2011-2016**

- After finishing second in PBR Brazil in 2011 and 2012, Aparecido debuted on the elite PBR Unleash The Beast at the 2012 PBR World Finals, where he delivered one qualified ride to finish 28th.
- After becoming a consistent presence on tour in 2013, the surging Brazilian began to turn heads in 2014.
- In addition to capturing his career-first regular-season event win, dominating the field in Nampa, Idaho, Aparecido also logged his first 90-point ride on the premier series, and what remains his career-high marked ride, a 93.25-point score on Roy at the 2014 World Finals, where he finished a career-best fourth and concluded the year No. 6 in the world.

- In 2015, Aparecido rode to a second consecutive fourth-place effort at the World Finals and ended the year ranked No. 11, while he finished No. 7 in 2016.

2017

- Aparecido had a breakout season in 2017, winning his first PBR Major in Arlington, Texas, in February and three additional regular-season event titles.
- His first stint as the No. 1 rider in the world lasted six months, with his lead swelling in excess of 1,000 points at one point.
- The season ended with Aparecido ranked No. 3 in the world after he rode at his sixth PBR World Finals.
- Another highlight of the season included Aparecido's selection to Team Brazil for the inaugural PBR Global Cup, adding one qualified ride to the team's runner-up finish.
- Earning \$342,736.63 throughout the season, Aparecido eclipsed \$1 million in career earnings, becoming the 32nd rider in league history to accomplish the feat.

2018-2019

- During the 2018 season, fans witnessed another World Championship contending performance from the consistent Brazilian.
- Concluding the year No. 10 in the world, Aparecido, who was victorious once during the regular-season in Glendale, Arizona, capped his year with a ninth-place finish at the PBR World Finals.
- Aparecido again competed for Team Brazil at 2018 PBR Global Cup in Australia, covering two bulls en route to his nation's first victory at the international event.
- Compared to 2017 and 2018, the 2019 campaign took at much different path for Aparecido.
- While he made his eighth appearance at the PBR World Finals, where he went 2-for-5, both of which were for 90 points, the season wrapped with Aparecido ranked No. 23 in the world.
- Aparecido was also a member of the 2019 PBR Global Cup USA Champion Team Brazil, marking his third appearance at the team event.

2020

- After an uncharacteristic 2019 season, Aparecido rebounded in 2020 finishing No. 12 in the world.
- Beginning his campaign in Australia, Aparecido quickly climbed the world rankings after earning 20 points compliments of a runner-up finish at the nation's Iron Cowboy.
- Once back in the United States, Aparecido rode to a seventh-place finish at the season-launch Unleash The Beast Major in New York City. In the subsequent months, Aparecido logged three additional Top 10 finishes prior to the season briefly pausing as the world responded to the onset of the COVID-19 (coronavirus) pandemic.
- After travelling home to Brazil for five months, Aparecido returned to elite Unleash The Beast in September for the three-day event in Billings, Montana.
- Aparecido finished the regular season with two additional Top 10 finishes en route to qualifying for the ninth PBR World Finals of his career, where he was sixth.
- In addition to his elite tour accomplishments, Aparecido was again selected for Team Brazil for the 2020 PBR Global Cup USA, adding one score to the nation's third-place finish.

2021

- Despite being a staple on the elite Unleash The Beast throughout 2021, Aparecido once again dipped in the rankings at year's end, finishing the campaign No. 27.
- His year was headlined by a fourth-place result on the elite Tour in Glendale, Arizona, along with an additional seven Top 10 results.
- While he seemingly hit his stride at the end of the regular-season, delivering a ninth-place finish in Manchester, New Hampshire, and tenth-place result in Lincoln, Nebraska, Aparecido was shut out at the tenth PBR World Finals of his career, going 0-for-4.

#29 COLTEN FRITZLAN

In 2021, Colten Fritzlan joined an elite group of riders to win their debut elite Unleash The Beast event. Captivating the bull riding world early in the season, Fritzlan was the odds-on-favorite to be crowned the 2021 Rookie of the Year until a shoulder injury requiring surgery sidelined him for the entire second half. Anticipated to return fully recovered in 2022, all eyes will be on the young Colorado native to see what he can accomplish without a nagging injury holding him back.

 @C.FRITZLAN

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

**CAREER
STATS**

WORLD FINALS APPEARANCES

1

HOMETOWN

RIFLE, COLORADO

RESIDENCE

LIPAN, TEXAS

HEIGHT

5'10"

WEIGHT

160

BORN

3/11/00

RIDING HAND

RIGHT

CAREER EARNINGS

\$87,275.42*

HIGH-MARKED RIDE

89.75 POINTS ON SPEED DEMON
IN OKLAHOMA CITY, OKLAHOMA,
ON APRIL 18, 2021



JOURNEY TO THE PBR:

- Colten Fritzlan grew up in Rifle, Colorado, and would often accompany his father, Cole, to various rodeos. Cole was a bareback rider and steer wrestler, but Fritzlan quickly fell in love with bull riding by the time he was 7.
- At the age of 7, Fritzlan also bought his first bucking bull with his father, instantly beginning to study the tendencies and patterns of the animal athletes.
- Using his family's roping steers for practice, Fritzlan would enter the calf riding whenever it was available at a rodeo his father competed at.
- As Fritzlan grew up, he remembers getting on an animal athlete opponent nearly every day, advancing from steers to mini bulls, and eventually bulls. Fritzlan also credits his many hours roping and on horseback to why he is such a savvy competitor today.
- Known for being a sponge, absorbing bull riding knowledge from anyone around him, Fritzlan had many teachers growing up, including fellow Colorado natives Kody Lostroh and Josh Koschel, who used to put on a bull riding clinic that he attended.
- Fritzlan also learned from the likes of 1970 PRCA World Champion Gary Leffew and studied film of two-time World Champions Chris Shivers and Jim Sharp.

- The two-time Colorado High School Rodeo Association state champion bull rider also attended a PBR Academy at Director of Livestock Cody Lambert's Bowie, Texas, ranch when he was a junior, and received additional instruction from two-time World Champion Justin McBride, Ross Coleman and J.W. Hart.
- In addition to his high school success, Fritzlan, who studied welding, also competed in the collegiate ranks for Western Texas College.

CAREER IN REVIEW:

2018-2020

- Fritzlan made his PBR Debut in August 2018, competing at the Touring Pro Division event in Eureka, Montana.
- Riding at just one additional event in 2018, Fritzlan was more active in PBR competition the following year, riding at 14 events across the developmental series and Pendleton Whisky Velocity Tour.
- In mid-July, Fritzlan reached a career milestone, winning his first PBR event when he topped the field at the Touring Pro Division event in Grand Junction, Colorado. In his very next outing, Fritzlan again dominated, earning his second victory in Sterling, Colorado in early August.
- Turning his focus to PRCA competition in 2020, which included him winning the bull riding aggregate at the 2020 National Finals Rodeo, Fritzlan made just two appearances at PBR events.
- Despite the limited competition schedule with the organization, Fritzlan earned the third event win of his career, victorious in early February in West Valley City, Utah.

2021

- Following his standout performance at the National Finals Rodeo, Fritzlan turned his focus to the PBR in 2021.
- Compliments of a second-place finish at the Greenville, South Carolina, Pendleton Whisky Velocity Tour event, rocketing him to No. 23 in the world standings, Fritzlan earned a berth to the third Unleash The Beast event of the season in Okeechobee, Florida.
- Fritzlan made his premier series debut in stunning fashion going a perfect 3-for-3 in the Sunshine State to become the 10th rider in the past two decades to win his debut event.
- With the victory, the then 21-year-old immediately jumped into the lead for Rookie of the Year and was the favorite all season long to take home the PBR's top honor for a first-year rider. Fritzlan held the No. 1 rookie ranking for six months before 2018 National Finals Rodeo winner Chase Dougherty took over the top spot in the rookie race on Aug. 7 in Sacramento, California.
- Following his event win, Fritzlan struggled with consistency, but proved his win was no fluke, registering an additional three Top 10 finishes on the premier series ahead of the summer break.
- Despite the fast start to the year, Fritzlan's 2021 campaign ended in heartbreaking fashion.
- First battling a groin injury sustained in May at a PRCA event in Mineral Well, Texas, in mid-September, Fritzlan underwent season-ending reconstructive left shoulder surgery.
- Fritzlan was first injured on May 19 when he was bucked off by a practice bull in Granbury, Texas. He returned to competition at the end of June with a 79.5-point ride on Record Rack's Overpass at the Greeley Stampede. He rode for another, Pass The Booze, for 79 points before being bucked off Badger at the Cody Stampede. Despite the hope for time off and physical therapy to be the cure, Fritzlan needed eight anchors inserted into his free arm shoulder to repair a torn labrum and torn rotator cuff.
- While only been able to compete for half of the season, Fritzlan's early year success allowed him to finish a career-best No. 29 in the world, and earn his first qualification to the PBR World Finals.

#30 EZEKIEL MITCHELL

Ezekiel “Blue” Mitchell may be the only professional bull rider to have learned the sport on YouTube. However, despite his unique path to the PBR, Mitchell has become a mainstay on the world’s top bull riding tour, finishing inside the world’s Top 30 the past three seasons. Known for his colorfully engaging personality, sense of style, and contagious smile, Mitchell is a burgeoning star who is PBR’s latest cowboy to cross over into the mainstream.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS APPEARANCES

3

HOMETOWN

ROCKDALE, TEXAS

RESIDENCE

BAYTOWN, TEXAS

HEIGHT

6'

WEIGHT

155

BORN

5/16/98

RIDING HAND

LEFT

CAREER EARNINGS

\$287,409.55*

HIGH-MARKED RIDE

93 POINTS ON SMOOTH OPERATOR IN ARCADIA, FLORIDA, ON JANUARY 23, 2021



AWARDS

- 2017 TOURING PRO DIVISION CHAMPION

JOURNEY TO THE PBR:

- Unlike most PBR bull riders, Mitchell didn't get on any animals as a child; instead, he was exposed to the sport by his father who was an equine dentist traversing various rodeo circuits.
- Mitchell, who also participated in high school track and football, began his career by watching YouTube videos. He studied top rides, made a drop barrel for practice, attempting his first bull at the age of 16 and then began entering junior rodeos in Texas.
- Mitchell's cousin Ouncie, who also rides bulls, is the only other member of his large family involved in western sports. Mitchell is one of 11 children in his family.
- Mitchell competed in junior rodeo before moving onto several amateur bull riding leagues. In high school, he qualified for the 2015 Texas High School Rodeo Association State Finals.
- He then competed on the college circuit while attending Hill College in Texas and earned an associate degree in welding. While in college, he competed in bareback riding on the school's rodeo team.
- He is a two-time qualifier of the National Intercollegiate Rodeo Association (NIRA) Finals and a two-time Southern Region NIRA Champion.
- Since breaking onto the PBR's premier series, Mitchell's story has drawn the attention of many, including Snap Chat who produced the docuseries "Life by the Horns," on the young Texan.

CAREER IN REVIEW:**2016-2017**

- Mitchell made his PBR debut at a Touring Pro Division event on March 19, 2016 in San Antonio, Texas where he went 1-for-2 to finish fourth.
- From there, his successes multiplied and in 2017, the Texan won the first event of his career at the Touring Pro Division stop in Fredericksburg, Texas, and was also crowned the season's Touring Pro Division Champion.

2018-2019

- While Mitchell's winning ways continued in 2018, victorious at two additional PBR events, he established himself as a rider to watch during the 2019 season.
- Mitchell captured his first Pendleton Whisky Velocity Tour win in Ontario, California, briefly holding the world No. 1 ranking, and earning a berth to the elite Unleash The Beast in New York City.
- While Mitchell recorded a 10th and 13th-place finish on the sport's elite level in St. Louis and Los Angeles, respectively, his breakthrough moment came in March in Duluth, Georgia, where he delivered his first 3-for-3 performance on the premier series and finished a career-high second, climbing more than 20 positions in the world rankings to No. 10.
- He recorded another second-place result on the Unleash The Beast in Springfield, Missouri and concluded 2019 by qualifying for his first PBR World Finals where he went 2-for-6 to finish 16th.
- Mitchell concluded the year a career-best No. 15 in the world.

2020

- With his momentum continuing into the new season, Mitchell reached further career heights in 2020.
- In August at the elite Unleash The Beast event in Bismarck, North Dakota, Mitchell recorded his career-first 90-point ride, marked 90 points on Good Night Robicheaux. The next weekend in Guthrie, Oklahoma, Mitchell again recorded a monstrous score, marked a career-best 90.25 points on Zorro.
- Mitchell concluded 2020 with his second career qualification to the PBR World Finals where he finished 25th, ending the season No. 18 in the world.

2021

- In 2021, Mitchell began the campaign with a bang. At the second elite tour event of the new year in Arcadia, Florida, he rode two-time YETI PBR World Champion Bull Smooth Operator for a career-best 93 points.
- As the first half continued, Mitchell registered three Top-10 finishes leading into the summer break. Seeking crucial world points throughout the summer on the Touring Pro Division and Pendleton Whisky Velocity Tour, Mitchell won two events across all levels of competition before the elite Unleash The Beast returned to action.
- At year's end, Mitchell finished fourth at the Pendleton Whisky Velocity Tour Finals, before registering a 30th-place result at the 2021 PBR World Finals.

#31 AUSTIN RICHARDSON

Growing up with 2008 PBR World Champion Guilherme Marchi for a nearby neighbor, Texan Austin Richardson received an assist in his path to becoming a surging talent on the elite Unleash The Beast. Despite battling injury in 2021, including a broken collarbone which required surgery, Richardson was resilient, returning to the PBR World Finals for the second time in his career, and registering his first 90-point ride on the elite tour.

 @AUSTINRICHARDSON22

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

**CAREER
STATS**

WORLD FINALS APPEARANCES

2

HOMETOWN

WILMER, TEXAS

RESIDENCE

DALLAS, TEXAS

HEIGHT

5'6"

WEIGHT

135

BORN

1/24/00

RIDING HAND

RIGHT

CAREER EARNINGS

\$100,634.84*

HIGH-MARKED RIDE

91.75 POINTS ON MEDICINE MAN
IN NASHVILLE, TENNESSEE, ON
AUGUST 22, 2021



JOURNEY TO THE PBR:

- Austin Richardson grew up 20 minutes south of Dallas on his grandparents' farm - the BuckBranch Equestrian Center - but it was his childhood friend, Zach Laney, who convinced him to get on a mini bull when he was 12.
- Friends since age 5, Richardson and Laney would often mess around and ride sheep. Ring of Honor inductee and 2008 PBR World Champion Guilherme Marchi lived right behind Laney in Ferris, Texas, and he would often let the boys come over to train and get on practice bulls.
- Since the age of 11, Richardson has been close with fellow present-day Unleash The Beast standout Mason Taylor. Meeting in a senior steer riding event, the two have remained friends, progressing through the ranks together.
- While Richardson wouldn't make his PBR World Finals debut until 2019, he attended the 2014 PBR World Finals when he was competing at the mini bull rider World Finals that year.

CAREER IN REVIEW:**2018-2020**

- Richardson made his PBR debut in his home state in 2018, riding at the Touring Pro Division event in Stephenville.
- Three events into his career, Richardson rode to his first Top 10 effort in early April, concluding the Ivins, Utah developmental tour event sixth.
- Later that month, Richardson made his debut on the elite Unleash The Beast, first competing on the premier series in Billings, Montana.
- Competing across North America throughout 2018, Richardson earned his first event win with the organization in mid-May in Ottawa, Ontario, Canada.
- Richardson continued to find mixed success in 2018, earning an additional four Top 10 efforts before year-end.
- In 2019, Richardson's momentum continued, and courtesy of three Top 5 efforts on the Pendleton Whisky Velocity Tour, he reached another key milestone.
- In November, Richardson earned his career-first berth to the PBR World Finals via the Pendleton Whisky Velocity Tour Finals. Going a near-perfect 2-for-3, Richardson finished second at the season-ending event to punch his ticket to his career-first PBR World Finals at just 18 years of age.

2021

- In 2020, Richardson hit a slump, going a mere 4-for-29.
- The young Texan, however, righted course in 2021.
- In April, Richardson earned his first Pendleton Whisky Velocity Tour event, dominating the field in mid-April in Grand Forks, North Dakota, en route to returning to the premier Unleash The Beast for the first time since 2018.
- After bouncing between tours throughout the remainder of the first half, Richardson began the summer push with a long slate of events he anticipated to compete at, including the elite Unleash The Beast event in Las Vegas in early June where he finished a career-best third.
- Richardson's plans, however, were put on hold after getting his arm stomped in late June at an Ultimate Bull Team Challenge event in Rapid City, South Dakota.
- After being sidelined for a month, he returned to competition in late July and picked up right where he left off. Less than a month later at the premier series event in Nashville, Tennessee, Richardson reached a critical career milestone when he won Round 2 of the Music City Knockout courtesy of his career-first 90-point ride, and what remains the high-marked ride of his career, covering Medicine Man for 91.75 points.
- After avoiding significant injury during the summer, Richardson once again found his season in jeopardy in early October when he broke his right collarbone in San Antonio, Texas, after bucking off Capone in 5.68 seconds. Requiring surgery, Richardson needed 13 screws and a plate to correct the break.
- Sidelined for just 24 days, Richardson returned in time for both the Pendleton Whisky Velocity Tour Finals and his second appearance at the PBR World Finals.
- For the first time, Richardson concluded a year ranked inside the world's Top 35, finishing the year No. 31 in the standings.

#32 ADRIANO SALGADO

Known for his contagious smile, and vivacious personality, Adriano Salgado captivated bull riding fans in 2021. Riding side-by-side with his younger brother Thiago, Adriano was engulfed in emotion after capturing the 2021 PBR Pendleton Whisky Velocity Tour Championship, which he dedicated to his family. Actualizing his dream of competing at the PBR World Finals in 2021, Salgado can now turn his attention to his next goal – being crowned a PBR World Champion.

 @ADRIANINHOSALGADO

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

**CAREER
STATS**

WORLD FINALS APPEARANCES

1

HOMETOWN

BATATAIS, BRAZIL

RESIDENCE

DECATUR, TEXAS

HEIGHT

5'7"

WEIGHT

163

BORN

5/21/1998

RIDING HAND

LEFT

CAREER EARNINGS

\$126,100.26*

HIGH-MARKED RIDE

89 POINTS ON LI 2 TRAIN DURING ROUND 2 OF THE 2021 PBR WORLD FINALS IN LAS VEGAS ON NOVEMBER 4, 2021



JOURNEY TO THE PBR:

- Hailing from a family with a rich history in western sports, both Adriano Salgado's father and mother rode bulls. Salgado's father, Adriano Gonzalez Salgado, specifically, was a talented bull rider in Brazil, but he eventually stepped away from the sport to take a job as a ranch hand and provide for his family.
- As a child, Salgado and younger brother Thiago would play in the backyard like so many other kids with dreams of one day riding in the United States and competing at the PBR World Finals.
- Growing up Salgado split time living on a ranch in Batatais, Brazil, and then in the city. After a series of multiple back-and-forth moves, the family settled in Batatais and opened a Western sporting goods store offering handcrafted saddles and safety equipment, such as bull riding vests and custom chaps.
- The orange riding vests that both Salgado and his brother wear presently, as well as their chaps, are custom-made by their father.
- While Salgado may now be stateside competing, he is grateful for the support of his family in Brazil, including his young son Henry Gabriel.

CAREER IN REVIEW:**2018-2020**

- Salgado made his PBR debut in May 2018 in his home country of Brazil, finishing second at the Touring Pro Division event in Maringa where he went a near perfect 3-for-4.
- Less than three months later, Salgado tasted victory for the first time, winning the developmental tour event in Promissao.
- In 2019, Salgado took his career to the next level, leaving Brazil and travelling to the United States in search of reaching the prestigious PBR World Finals.
- Salgado was quick to adjust to his new surroundings, finishing both seventh and 10th courtesy of a double entry and his second career event on American soil in Ivins, Utah.
- One month later, Salgado earned his first event win in the United States, topping the field in Uvalde, Texas, at the Cactus Jack PBR Bull Riding.
- After a few months in North America, Salgado returned to Brazil in June. With his younger brother Thiago watching on, beaming with pride, Salgado won the prestigious American Iron Cowboy.
- While Salgado returned to the United States in 2020, after riding at just three events throughout January and February, he returned home to Brazil following the onset of the COVID-19 (coronavirus) pandemic.

2021

- After a promising start to his career, Salgado broke through in 2021.
- In May, Salgado once again returned to the United States in pursuit of a berth to the PBR World Finals. In his first two events back on American soil, Salgado finished eighth at the Touring Pro Division event in Cassville, Missouri, and fourth at the Pendleton Whisky Velocity Tour stop in Sioux City, Iowa.
- A mainstay on the Velocity Tour throughout the regular season, Salgado earned his first event win on the expansion series in late August in Fresno, California.
- Courtesy of the golden finish, Salgado earned a berth to the Unleash The Beast, making his career first appearance on the elite tour three weeks later in Newark, New Jersey, where he rode to an 18th-place result in his debut, showing he had potential to be a week-to-week contender on the elite tour.
- Earning an alternate invite the next weekend in Deadwood, South Dakota, Salgado then solidified a near permanent position on tour compliments of a career-best fifth-place result.
- Salgado finished the regular season ranked No. 38 in the world, turning to the Pendleton Whisky Velocity Tour Finals to earn the points needed to reach the PBR World Finals. Going 2-for-3, including a 90-point score on Grey Smoke in the championship round, Salgado finished the event second, earning enough points to be crowned the 2021 PBR Velocity Tour Champion and reach the World Finals.
- Competing at the first PBR World Finals of his career, Salgado went 1-for-5 to finish 24th.
- Salgado concluded the 2021 campaign ranked a career-best No. 32 in the world.

#33 COLE MELANCON

Cole Melancon burst onto the PBR scene in 2020 when he made history in Los Angeles in winning the Iron Cowboy Major in his Unleash The Beast debut. He became just the second rookie in league history to win a Major and was quickly established as one of the league's leading talents. Following a less-than-ideal sophomore season, Melancon is keen to avenge his 2021 campaign and contend for the 2022 PBR World Championship.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS QUALIFICATIONS

2

HOMETOWN

PARIS, TEXAS

RESIDENCE

SOUR LAKE, TEXAS

HEIGHT

5'9"

WEIGHT

140

BORN

3/24/94

RIDING HAND

RIGHT

CAREER EARNINGS

\$412,582.00*

HIGH-MARKED RIDE

92.25 POINTS ON SPOTTED DEMON DURING THE CHAMPIONSHIP ROUND OF THE PBR WORLD FINALS IN ARLINGTON, TEXAS ON NOVEMBER 15, 2020



AWARDS

- TWO-TIME PBR GLOBAL CUP CHAMPION (2017, 2020)

JOURNEY TO THE PBR:

- Hailing from a family of team ropers, Cole Melancon has been immersed in the western sports world from a young age.
- However, Melancon was always drawn to the bull riding, and he frequently watched the movie "8 Seconds."
- Progressing from sheep to calves, and then larger livestock, Melancon was a standout in both high school and collegiate rodeo.
- Melancon qualified for the Texas High School Finals Rodeo in four consecutive seasons from 2009-2012, before attending Hill College in Hillsboro, Texas, where he reached the College National Finals Rodeo in both 2016 and 2017. In 2017, Melancon was the College National Finals Rodeo bull riding champion.

CAREER IN REVIEW:**2017-2018**

- While in the initial years of his career, Cole Melancon was focused on competing in the PRCA, he competed at three PBR events in 2017.
- He made his PBR debut in February 2017, finishing second at The American Semi-Finals, a Touring Pro Division-sanctioned event. Melancon concluded the year competing at the Pendleton Whisky Velocity Tour Finals in Las Vegas, finishing 16th.
- Melancon, who also qualified for the 2017 National Finals Rodeo, concluded the season riding for Team USA at the inaugural Global Cup, helping the team to its victory at the international event in Canada in November.
- In 2018, Melancon, who again qualified to the National Finals Rodeo, rode at three PBR events, finishing 13th at the year's Calgary Stampede.

2020-2021

- After a year away from the PBR, Melancon returned to the league's events in 2020. Compliments of his victory in January at the Pendleton Whisky Velocity Tour event in Lexington, Kentucky, the Texan earned his career-first berth to the elite Unleash The Beast at the Iron Cowboy Major in Los Angeles in February.
- Undeterred by the bright lights, Melancon made history, dominating the event to become just the second rookie in league history to win a Major. He earned 200 world points and skyrocketed from No. 29 to No. 6 in the world, solidifying his position on tour for the remainder of the season.
- In the following months, Melancon logged one additional Top-10 finish before qualifying for his career-first PBR World Finals.
- At the season-culminating event, he went 3-for-5 to finish fourth. Of his 8-second efforts inside AT&T Stadium, Melancon recorded his first 90-point score on the premier series, marked 92.25 points on Spotted Demon in the championship round.
- Melancon concluded his first season on the premier series No. 10 in the world and second in the Rookie of the Year race.
- In 2021, despite a strong start to the season, including four early Top 10 finishes, Melancon was shut out on the premier series in the second half. While his success early in the year propelled him back to the World Finals, he concluded the year amid a 27-out buckoff streak.

#34 MANOELITO DE SOUZA JUNIOR

While Manoelito de Souza's career may have been ignited by a camp in Brazil hosted by 10-time PBR World Finals qualifier Paulo Crimber, he is now in the U.S. seeking English-language translation assistance from his countryman as the latest Brazilian to break through to PBR's premier Unleash The Beast.

 @MANOELITO_JUNIOR_OFICIAL

 @MANOELITOJUNIORBIRO

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

CAREER
STATS

WORLD FINALS APPEARANCES

1

HOMETOWN

ITAMIRA, BRAZIL

RESIDENCE

DECATUR, TEXAS

HEIGHT

5'9"

WEIGHT

140

BORN

6/6/95

RIDING HAND

LEFT

CAREER EARNINGS

\$53,660.12*

HIGH-MARKED RIDE

88.5 POINTS ON CROSSOVER
IN SAN ANTONIO, TEXAS, ON
OCTOBER 2, 2021



JOURNEY TO THE PBR:

- A second-generation bull rider, Manoelito de Souza Junior began to ride bulls at 15 years old while growing up in rural Itamira, Brazil.
- His first bull ride came by sneaking off with some friends while his father was at a soccer game. His father may have only competed at local rodeos, but Souza quickly began to learn about the likes of Brazilian World Champions in the United States, such as Adriano Moraes and Renato Nunes.
- In 2013, Manoelito de Souza Junior attended a bull riding clinic in his home nation, held by 10-time PBR World Finals qualifier Paulo Crimber, that forever changed his career trajectory.

CAREER IN REVIEW:

2017-2020

- Souza made his PBR debut in 2017, competing at two events in his home nation.
- With his natural aptitude for the sport on full display, Souza went a collective 6-for-8, including a four-out ride streak to launch his career, finishing seventh and fourth, respectively, in Colatina and Aquidauana.

- Remaining in Brazil throughout 2018, Souza reached a crucial career milestone in July, earning his first PBR victory when he topped the field in July in Colatina.
- As the 2019 campaign got underway, Souza travelled to the United States for the first time. Competing in North American competition through the first five months of the year, Souza's efforts stateside were headlined by a runner-up effort in late April on the Pendleton Whisky Velocity Tour in Des Moines, Iowa.
- Souza concluded his season in his nation, riding at just one more event in 2019 when he was shut out in June in Americana.
- In 2020, Souza once again had a limited competition schedule riding at four events in the United States, and competing at the landmark Monster Energy Team Challenge, presented by U.S. Border Patrol.

2021

- The 2021 season was a year of firsts for Souza.
- After registering three consecutive Top 10 finishes on the Pendleton Whisky Velocity Tour, Souza made his Unleash The Beast debut in mid-May in Billings, Montana.
- Bouncing between the two tours for the remainder of the first half, Souza registered his first event win in the United States in August, earning him a near permanent position on the premier series for the remainder of the year. Souza delivered a 1-for-2 effort to win the Velocity Tour event in Columbia, South Carolina.
- As the regular season unfurled, Souza finished a career-best third on the premier series, earning the bronze finish in early October in San Antonio, Texas, before earning his first berth to the PBR World Finals.
- On bull riding's biggest stage, Souza went 2-for-5 to finish 20th at the 2021 PBR World Finals. He concluded 2021 ranked a career-best No. 34 in the world.

#35 CONNER HALVERSON

Soft-spoken, Nebraska-native Conner Halverson is a burgeoning star amongst PBR's elite ranks. A two-time high school state bull riding champion and accomplished scholastic wrestler, Halverson took his professional career to new heights in 2021, earning his first event wins with the PBR and qualifying to his first PBR World Finals. With many goals left to pursue, Halverson is seen as one of the next-generation PBR stars to watch in coming seasons.

 @CHALVERSON6

 @CONNER_HALVERSON

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

**CAREER
STATS**

WORLD FINALS APPEARANCES

1

HOMETOWN

GORDON, NEBRASKA

RESIDENCE

GORDON, NEBRASKA

HEIGHT

5'9"

WEIGHT

160

BORN

7/17/01

RIDING HAND

LEFT

CAREER EARNINGS

\$40,257.34*

HIGH-MARKED RIDE

88 POINTS, TWICE, MOST RECENTLY ON SKEETER PETER IN MANCHESTER, NEW HAMPSHIRE, ON OCTOBER 16, 2021



JOURNEY TO THE PBR:

- Growing up in Gordon, Nebraska, it was at Conner Halverson's hometown's local rodeo - the Sheridan County Fair & Rodeo - where he began to get the itch to become a bull rider after competing in the steer riding at 8 years old.
- Following the rodeo, Halverson began to watch some bull riding instructional videos on YouTube and built his own drop barrel to practice upon.
- He eventually met former bull rider Casey Stirling at his local hometown rodeo, and Stirling gave Halverson a bull bell strap to use and helped him get on his steer. Halverson sent Stirling a thank you letter in the mail after the event, and the two began a friendship. Friends since, Halverson credits both Sterling and Mark Ward for their help in his early years.
- In his youth, Halverson fondly remembers competing in the mini-bull exhibition held during the intermission of the 2015 Midway Auto Group PBR in Kearney, Nebraska. Two-time PBR World Champion J.B. Mauney was onsite, pulling the then 14-year-old Halverson's rope. Once the chute gate opened, Halverson matched the mini bull jump-for-jump en route to the 8-second whistle.
- Prior to making his PBR debut, Halverson excelled in high school competition, twice crowned the Nebraska high school state champion bull rider during his junior and senior years at Gordon-Rushville High School.
- Apart from bull riding, Halverson was also an accomplished wrestler, competing for his highschool all four years.

CAREER IN REVIEW:**2019-2020**

- Despite still being in high school, Halverson bought his PBR card as soon as he turned 18, making his PBR debut in August 2019 at the Touring Pro Division event in Brighton, Colorado.
- Halverson may have been shut out in his first two events but was undeterred. In his third career PBR event, Halverson found his rhythm, finishing fifth at the early August developmental event in Sterling, Colorado.
- In 2020, Halverson's competition schedule expanded. In addition to riding on the Touring Pro Division, Halverson also made his debut on the Pendleton Whisky Velocity Tour, making seven appearances on the expansion series throughout the year.
- Halverson concluded 2020 with three Top 20 finishes across all levels of competition.

2021

- Halverson had a breakthrough season in 2021, finishing the year with his career-first qualification to the PBR World Finals, and ranked a career-high No. 35 in the world.
- After logging four Top 20 finishes on the Pendleton Whisky Velocity Tour at the start of the season, Halverson registered his first PBR event win in late May, capturing the event win at the expansion series' event in Sioux City, Iowa.
- Courtesy of the golden finish, Halverson made his Unleash The Beast debut in mid-June in Las Vegas where he finished 16th. Halverson covered his first draw on the premier series, making the 8 aboard Renegade for 84.75 points.
- Halverson returned to the elite tour when the second half got underway, making his Major debut at the Last Cowboy Standing event held in tandem with the iconic Cheyenne Frontier Days. Rising to the occasion of one of the sport's most prestigious events, Halverson finished ninth.
- Bouncing back-and-forth between the league's various tours, Halverson won an additional Velocity Tour event in mid-August in Springfield, Massachusetts, earning him a near permanent position on the premier series for the remainder of the year.
- As the season continued, Halverson registered three additional Top 10 efforts on the premier series, including a career-best fifth place effort in mid-October in Manchester, New Hampshire, en route to his career-first PBR World Finals.
- Despite being shut out at the year-end event, Halverson concluded the season ranked a career-best No. 35 in the world.

#36 CODY NANCE

Since making his league debut in 2007, Cody Nance has been a resilient rider and popular presence on the league's elite Unleash The Beast. Crowned the 2009 Rookie of the Year, Nance has thrice finished the year ranked inside the world's Top 10. With his talents also reaching the global stage, the Tennessee-native is a three-time Team USA selection for the Global Cup, part of the contingent that won the inaugural event in Canada.

 @CODYNANCEPBR

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS APPEARANCES

12

HOMETOWN

PARIS, TENNESSEE

RESIDENCE

PARIS, TENNESSEE

HEIGHT

5'8"

WEIGHT

162

BORN

12/23/87

RIDING HAND

LEFT

CAREER EARNINGS

\$1,695,178.87*

HIGH-MARKED RIDE

91.5 POINTS ON HUSTLER
IN PUEBLO, COLORADO,
ON MAY 17, 2009



AWARDS

- THREE-TIME PBR GLOBAL CUP TEAM USA QUALIFIER (2017-2019)
- 2017 PBR GLOBAL CUP CANADA CHAMPION
- 2016 TOURING PRO DIVISION CHAMPION
- 2009 PBR ROOKIE OF THE YEAR

JOURNEY TO THE PBR:

- Cody Nance began riding bulls when he was 14 under the guidance of his uncle and stepfather.
- Although his mother was unhappy with him getting on his first bull, after seeing his success she warmed up to the idea of her son being a full-time bull rider.
- Now one of the established veterans of the PBR, Nance has begun to pursue other endeavors within western sports. In addition to owning a mechanical bull named Tarzan, which he takes to numerous events with his wife Korie, Nance also produces a popular PBR Touring Pro Division event in Jackson, Tennessee.

CAREER IN REVIEW:

2007-2009

- After spending two full seasons competing at the Touring Pro Division level, making his PBR debut in January 2007 in Jackson, Tennessee, Cody Nance made the jump to PBR's elite Unleash The Beast in 2009.
- In his debut year on the elite series in 2009, Nance claimed the Rookie of the Year title, finishing 18th at his first-ever World Finals and concluding the year ranked No. 26 in the world.

- En route to the prestigious title for first-year professionals, Nance won for the first time on PBR's premier tour, dominating the field in May in Pueblo, Colorado. Later that season, Nance earned his second premier series win in Columbus, Ohio.

2010-2013

- Following his breakthrough rookie season, Nance continued to rise, finishing the following three seasons inside the world's Top 35, ranked No. 34 in 2010, No. 20 in 2011 and No. 18 in 2012.
- In 2013, Nance then delivered what remains his strongest season to date. He finished a career-best fourth at the World Finals and ended the season a career-best No. 5 in the world.
- In addition to registering one regular-season premier series victory, winning in Louisville, Kentucky, Nance logged an additional seven Top-10 finishes throughout 2013.

2014-2017

- In years that followed, Nance continued to be an annual world title contender, finishing inside the world's Top 20 three times, ranked No. 10 in 2012, No. 15 in 2015 and No. 17 in 2017.
- Nance also reached another career-milestone in 2017 when his year culminated with a trip to Edmonton, Alberta, Canada as a member of Team USA for the inaugural Global Cup.
- There, Nance went 1-for-2 to help Team USA to become the first-ever Global Cup Champions.

2018

- The 2018 season was another big year for Nance, kick-started by two early Unleash The Beast event wins in Anaheim, California, and Albuquerque, New Mexico.
- A world title contender the remainder of the year, Nance closed the season by finishing 15th at the PBR World Finals.
- He concluded the year No. 9 in the world, his third time finishing a season inside the world's Top 10, and first since he finished 2014 ranked No. 10 in the world.
- In 2019, Nance again competed for Team USA at the year's Global Cup, riding for the fourth-place American contingent at the Global Cup Australia in June.

2019-2021

- Nance's success, however, did not continue in 2019, plagued by injury, including a dislocated hip sustained in March in Kansas City.
- The resilient rider used both a strong summer run and second-half push to return to the PBR World Finals. He finished the year No. 25 in the world.
- Among the highlights of his 2019 season, Nance made his third appearance for Team USA at a PBR Global Cup, with the nation's Eagles contingent finishing second at the inaugural event on American soil in February.
- While competing at the 2019 World Finals, Nance sustained a dislocated shoulder, effects of which sidelined him until June 2020.
- Despite a second-half push in 2020, which was headlined by an eighth-place finish on the elite Unleash The Beast in Fort Worth, Nance fell short of qualifying for his 12th consecutive PBR World Finals. He ended the year ranked an uncharacteristic No. 107 in the world.
- In 2021, Nance returned determined to qualify for his 12th career World Finals.
- While the charismatic Tennessean was sidelined for several months in the second half due to a dislocated hip sustained in Nashville in late August, his prior efforts solidified a berth to the PBR World Finals.
- Riding to a 28th-place effort at the grueling five-day championship event, Nance finished the 2021 season as the world's No. 36-ranked rider.

#37 FERNANDO HENRIQUE NOVAIS

Very few bull riders can say they made their PBR debut at the prestigious World Finals, and Fernando Henrique Novais is one of them. Having competed amongst the PBR ranks for nearly a decade, Novais has earned his home nation's top accolade, crowned PBR Brazil Champion in 2018, and is now chasing an even more elusive title, that of PBR World Champion, as he competes weekly in front of his idol Justin McBride, PBR's two-time World Champion turned CBS Sports color commentator.

 @FERNANDOHENRIQUE_PEREIRA

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

CAREER
STATS

WORLD FINALS APPEARANCES

2

HOMETOWN

PEREIRA BARRETO, BRAZIL

RESIDENCE

DECATUR, TEXAS

HEIGHT

5'6"

WEIGHT

154

BORN

5/12/86

RIDING HAND

RIGHT

CAREER EARNINGS

\$109,430.92*

HIGH-MARKED RIDE

90.25 POINTS ON MIKE'S MOTIVE
IN NEWARK, NEW JERSEY, ON
SEPTEMBER 19, 2021



JOURNEY TO THE PBR:

- Fernando Henrique Novais grew up on a ranch in Pereira Barreto, Brazil, watching bull riding on television and idolizing two-time PBR World Champion Justin McBride because "he was just the best in the world."
- Novais got on his first bull when he was 5. He and his brother would have competitions. Rather than trying to ride for 8 seconds, the pair would see who could ride their bull the farthest.
- For a number of years, Novais worked on a farm and rode bulls, but in 2008 he stopped working to focus on riding because he didn't have time for both jobs.
- Throughout his career, Novais is quick to credit his family for giving him the necessary strength to compete away from his home in the United States.

CAREER IN REVIEW:

2014-2016

- In 2014, Novais made his PBR debut on the sport's biggest stage, travelling to the United States for the first time to ride at the year's PBR World Finals. Going 1-for-3, Novais finished 23rd at the event. He registered his first qualified ride with the PBR when he covered JW Hughes's Excavation for 86.25 points in Round 2.

- Novais then began his 2015 season stateside, riding at six Pendleton Whisky Velocity Tour and Touring Pro Division events, before returning home to Brazil.
- In 2016, Novais competed exclusively in Brazil. Registering seven Top 10 finishes, Novais finished inside the Top 20 of the PBR Brazil national standings for the first time in his career, ending the year ranked No. 19.

2017-2020

- As the 2017 season got underway, after beginning his campaign in Brazil, riding at three events, Novais returned to the United States for the first time in more than a year.
- Novais reached a critical career milestone in January, earning his first event win with the PBR when he topped the field at the Touring Pro Division event in Pueblo, Colorado.
- He once again concluded his season on home soil, bettering his finish from the prior season, ending the year No. 16 in the South American nation's standings.
- In 2018, there was no rider more dominant in PBR Brazil than Novais. In his home country, Novais registered an event win, along with an accompanying six Top 10 efforts en route to finishing the season 140 points ahead of runner-up Bruno Scarnello.
- As quick as his stock rose, Novais was sent to the sidelines. Competing at just six events in 2019, Novais sustained a right knee injury, requiring surgery, that coupled with the COVID-19 (coronavirus) pandemic, sidelined him the entirety of 2020.
- Prior to his injury, Novais made his PBR Global Cup debut, competing for event Champions Team Brazil and adding one score to the nation's total.

2021

- Novais had a breakthrough season in 2021, punctuated with his return to the PBR World Finals for the first time in seven years.
- He made a career-best eight appearances on the elite Unleash The Beast, finishing a career-high second in mid-September in Newark, New Jersey.
- When Novais returned to Las Vegas for the PBR World Finals, he delivered a 24th-place effort. He finished the 2021 campaign ranked a career-best No. 37 in the world.

#38 THIAGO SALGADO

In 2021, at 19 years of age, Thiago Salgado became the second youngest Brazilian to reach the PBR's elite Unleash The Beast. After a career year, capped by his first berth to the PBR World Finals, many have dubbed Salgado, whose celebration backflip is reminiscent of the that of 2010 PBR World Champion Renato Nunes, as one to watch. But Salgado isn't navigating his career alone. His mother and father rode bulls, and he's competing side-by-side in the United States with his older brother Adriano.

 @THIAGUINHOSALGADOTS

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

**CAREER
STATS**

WORLD FINALS APPEARANCES

1

HOMETOWN

NAVIRAI, BRAZIL

RESIDENCE

WHITESBORO, TEXAS

HEIGHT

5'4"

WEIGHT

139

BORN

4/28/02

RIDING HAND

LEFT

CAREER EARNINGS

\$31,812.03*

HIGH-MARKED RIDE

87.5 POINTS ON FIJI IN TULSA,
OKLAHOMA, ON JULY 31, 2021



JOURNEY TO THE PBR:

- Thiago Salgado's career began at age 5 when he climbed aboard his first calf under the supervision of his older brother, and fellow present day Unleash The Beast contender, Adriano.
- The two brothers used to play in the backyard like so many other kids with dreams of one day riding in the United States and competing at the PBR World Finals.
- Hailing from a family with a rich history in western sports, both Salgado's father and mother rode bulls. Salgado's father, Adriano Gonzalez Salgado, specifically, was a talented bull rider in Brazil, but he eventually stepped away from the sport to take a job as a ranch hand and provide for his family.
- Growing up, Salgado split time living on a ranch in Batatais, Brazil, and then in the city. After a series of multiple back-and-forth moves, the family settled in Batatais and opened a Western sporting goods store offering handcrafted saddles and safety equipment, such as bull riding vests and custom chaps.
- The orange riding vests that both Salgado and his brother wear presently, as well as their chaps, are custom-made by their father.
- Growing up, Salgado was enamored by 2010 PBR World Champion Renato Nunes, admiring his aggressiveness. Salgado now emulates Nunes in the arena, mimicking his countryman's signature celebratory backflip following a ride.

CAREER IN REVIEW:**2021**

- In 2021, Salgado made his PBR debut in the United States riding at the Touring Pro Division event on January 1 in Fort Worth, Texas.
- Quick to find his footing, Salgado finished sixth at his very next outing on the developmental tour in Rainsville, Alabama, and less than a month later rode to a runner-up finish on the Pendleton Whisky Velocity Tour in Lexington, Kentucky.
- Compliments of his early season success, Thiago, who is now 19 years old, became the second-youngest Brazilian bull rider to reach the PBR's premier series when he debuted on Feb. 26 in Fort Worth, Texas. Ten-time PBR World Finals qualifier Paulo Crimber is the youngest to debut on the premier series.
- After being shutout in his elite tour debut, Salgado returned to both the Touring Pro Division and Pendleton Whisky Velocity Tour, experiencing mixed success until his season-defining effort on the Unleash The Beast in late July in Tulsa, Oklahoma.
- Prior to his breakout performance in Tulsa, Salgado also earned a berth to compete at the Major in Cheyenne, Wyoming earned courtesy of his win in the organization's reality series Last Cowboy Standing, which sought to identify the next great bull riding talent.
- Going a near perfect 2-for-3 inside BOK Center, Salgado finished a career-best second and earned a near permanent position on the elite tour for the remainder of the season.
- During the 2021 campaign, Salgado injured his right shoulder while riding Dennis The Menace in mid-August. However, instead of getting immediate surgery, Salgado opted to ride through the pain brought on by the unstable joint, seeking tips from nine-time PBR World Finals qualifier Fabiano Vieira, who he had met in a prayer group. Salgado travelled to Vieira's ranch to learn techniques on how to adjust his free arm positioning to try to prevent his shoulder from dislocating during a bull ride.
- As the year continued, Salgado concluded the year with his career-first qualification to the PBR World Finals, riding alongside older brother Adriano. While he was shut out at the year-end event, Salgado finished 2021 ranked No. 38 in the world.

#39 TAYLOR TOVES

Texan Taylor Toves, a man of few words, possesses a wealth of bull riding talent. Ascending through the ranks of Texas high school competition, Toves is now a frequent competitor on the PBR's elite Unleash The Beast, riding weekly amongst the world's best as he attempts the rankest bucking bulls on the planet.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS QUALIFICATIONS

3

HOMETOWN

ALEXANDRIA, LOUISIANA

RESIDENCE

STEPHENVILLE, TEXAS

HEIGHT

5'8"

WEIGHT

155

BORN

4/19/93

RIDING HAND

RIGHT

CAREER EARNINGS

\$214,329.00*

HIGH-MARKED RIDE

92.75 POINTS ON SMOOTH OPERATOR ON
FEBRUARY 27, 2021 IN FORT WORTH, TEXAS



JOURNEY TO THE PBR:

- Louisiana-native Taylor Toves has always known he wanted to be a bull rider.
- Toves got on his first bull at age 13 under the tutelage of his father, who was also a bull rider.
- A decorated bull rider in high school, Toves qualified for the National High School Rodeo Association National Finals and won the PRCA Texas Circuit Finals in 2012.

CAREER IN REVIEW:

2011-2017

- While Taylor Toves made his PBR debut in 2011 on the Touring Pro Division in Stephenville, Texas, he didn't begin to establish a name for himself until 2017.
- In March, the now Texan won his first event title with the PBR on the Pendleton Whisky Velocity Tour in Fresno, California. As a result, Toves earned a berth to the elite Unleash The Beast, making his premier series debut in Tacoma, Washington.
- While he failed to make the 8 in Tacoma and wouldn't return to the premier series again during the regular season, a strong campaign on the Velocity Tour, backed by a runner-up finish at the Pendleton Whisky Velocity Tour Finals, garnered him a berth to the first PBR World Finals of his career.

- Covering his Round 3 draw Deans & Cornbread for 84.5 points, Toves finished 30th at the season-culminating event, and he concluded the year No. 48 in the world.

2018-2019

- After a bumpy 2018 season, Toves hit his stride in 2019, finishing a career-high No. 28 in the world and qualifying to his second PBR World Finals.
- During the regular-season Toves again found success on the developmental tours, earning two Velocity Tour victories in Jacksonville, Florida and Rapid City, South Dakota, along with one Touring Pro Division win in Amarillo, Texas.
- On the elite tour, Toves, who finished a then career-best fifth in Duluth, Georgia, recorded three Top-10 finishes.

2020-2021

- Continuing his momentum into 2020, Toves began the season recording qualified rides at the initial two Unleash The Beast tour stops, finishing 21st at the season-launch Major in New York City, and 14th the following weekend in Chicago, Illinois.
- Toves then traveled to Denver, Colorado, to compete at the Velocity Tour event in concert with the National Western Stock Show, winning the tour stop.
- Following a dismal month, Toves snapped his ill fortunes in St. Louis, Missouri where he finished eighth.
- Throughout the remaining months of the year, Toves continued to experience intermittent success, registering two additional Top 5 finishes before qualifying for his third career PBR World Finals.
- Toves began the 2021 season on a strong note, including a fifth-place result in late January in Okeechobee, Florida, and career-best runner-up finish in Fort Worth, Texas, in late February, before becoming stuck in a backwards skid that included him finishing the season amidst a 14-out buckoff streak.
- Despite battling a hand injury throughout 2021, Toves did reach a critical career milestone. En route to his runner-up finish in Texas in February, Toves recorded his first 90-point ride on the premier series, and what remains the high-marked ride of his tenure with the PBR. Outlasting two-time YETI PBR World Champion Bull Smooth Operator, Toves was scored 92.75 points.

#40 ALVARO AGUILAR ALVAREZ

Inspired by the movie 8 Seconds, it has long been the dream of Mexican sensation Alvaro Aguilar Alvarez to compete at the PBR World Finals, the biggest stage in all of bull riding. After accomplishing that goal in 2021, Alvarez, who knows he is an inspiration to many young Mexican bull riders hoping to one day compete on the elite Unleash The Beast, is poised to reach even greater career heights in 2022.

 @ALVAROALVAREZAGUILAR

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

**CAREER
STATS**

WORLD FINALS APPEARANCES

1

HOMETOWN

LA PUNTA LAGOS MORENO, MEXICO

RESIDENCE

MESQUITE, TEXAS

HEIGHT

5'6"

WEIGHT

132

BORN

12/18/91

RIDING HAND

LEFT

CAREER EARNINGS

\$76,178.78

HIGH-MARKED RIDE

92 POINTS ON DETROIT LEAN DURING
ROUND 2 OF THE 2021 PBR WORLD FINALS
IN LAS VEGAS ON NOVEMBER 4, 2021



JOURNEY TO THE PBR:

- As a kid, Alvaro Aguilar Alvarez was entranced by the bull riders he watched on television, specifically captivated by the movie 8 Seconds.
- While he can't remember the exact age he first crawled aboard an animal athlete opponent, Alvarez says his journey began like that of many PBR stars, squaring off against the animals at his family's ranch.
- Prior to bringing his talents to the United States, Alvarez earned three Cuernos Chuecos bull riding championships.

CAREER IN REVIEW:

2016-2020

- Alvarez made his PBR debut in 2016, competing at the Touring Pro Division event in October in Little Rock, Arkansas, where he went 0-for-2.
- After a one-year hiatus from competition, Alvarez returned to PBR action in June 2018, riding at three events throughout the year.

- Adding to the uniqueness of Alvarez's campaign, two of his three appearances were in Australia. He finished eighth in Cairns and fifth at the Last Cowboy Standing in Brisbane.
- In 2018, Alvarez made his PBR Global Cup debut for Team Mexico at the first edition of the event in Sydney, Australia, in early June.
- Alvarez then took another hiatus from the PBR, absent from events until he made his 2019 season debut in January 2019 at the Unleash The Beast event in Chicago, Illinois.
- Along with his elite tour debut, Alvarez also competed for the first time in PBR Mexico events in 2019. He made two appearances in his home nation as the campaign unfurled, headlined by a 30th-place result in Torreon.
- Alvarez again returned to Team Mexico for the PBR Global Cup USA, adding a score to his nation's total.
- The 2020 season featured a similar trajectory for Alvarez as his past years. Appearing twice in PBR action, the Mexican sensation again rode for his home nation at the 2020 PBR Global Cup USA in Arlington, Texas, and competed at the mid-October Pendleton Whisky Velocity Tour event in Casper, Wyoming.

2021

- In 2021, Alvarez dedicated himself to the PBR, riding to a career-best season.
- His efforts got underway with a bang, finishing seventh at back-to-back events on the Touring Pro Division in Fort Worth, Texas, and the Velocity Tour stop in College Station, Texas.
- Alvarez then reached a critical-career milestone in early September when he won the Touring Pro Division event in Belton, Texas.
- His win in the Lone Star State was the first of a string of successes that led to his career-first appearance at the PBR World Finals.
- On the spurs of his event win, Alvarez rode to his best finish on the Velocity Tour in his very next outing, second in Kennewick, Washington.
- Following an additional two Top 5 finishes on the Velocity Tour, Alvarez won his second career PBR event, topping the field in mid-October at the developmental event in Llano, Texas.
- As the year wound to a close, Alvarez earned the international invite to the World Finals. He became the first Mexican native to make it to the World Finals since Juan Carlos Contreras in 2018.
- At the World Finals, Alvarez lit up the scoreboard in Round 2, when he registered both the first ride of his career on the elite Unleash The Beast, and top score of his tenure with the PBR when he matched with Detroit Lean for a monstrous 92-point score. In reaching the 8, Alvarez became just the third rider in 15 outs across all levels of competition to cover the bovine athlete, joining Chase Dougherty and three-time PBR World Champion Silvano Alves.

#41 LUCAS DIVINO

Despite his jokester antics, Lucas Divino is one of the sport's most tenacious riders, excelling globally among the world's best bull riders, covering some of the planet's rankest bovine athletes.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS APPEARANCES

3

HOMETOWN

NOVA CRIXAS, BRAZIL

RESIDENCE

DECATUR, TEXAS

HEIGHT

5'8"

WEIGHT

160

BORN

12/28/93

RIDING HAND

RIGHT

CAREER EARNINGS

\$331,010.73*

HIGH-MARKED RIDE

91.75 POINTS ON STRETCH
DURING THE 15/15 BUCKING
BATTLE IN BILLINGS, MONTANA,
ON SEPTEMBER 12, 2020



JOURNEY TO THE PBR:

- Lucas Divino, one of five children, dropped out of school at age 15, and one year later began his path to becoming one of the sport's top riders.
- While doing ranch work, Divino went head-to-head with his first bovine athlete, a match-up he now faces regularly inside some of the world's most famed arenas.

CAREER IN REVIEW:

2017-2018

- Making his PBR debut in 2017 in Brazil, Lucas Divino had an electric season, finishing No. 2 in the national standings after winning two events, including his career-first on the nation's elite tour in Divinópolis.
- Finishing the year No. 65 in the world, Divino was quick to begin his 2018 campaign. He left his home nation for the first time to compete and found early success in Australia, winning two events before making his way to the northern hemisphere to make his debut on American soil.
- First riding at the Touring Pro Division event in Texarkana, Arkansas, where he was seventh, Divino made his elite Unleash The Beast debut one short week later in Albuquerque. In New Mexico, he established himself as a rider to watch after going 3-for-4, capped by an 88.25-point ride on Magic Train, to finish sixth.
- Divino made nine more appearances on the elite tour that season and finished an improved No. 48 in the world.

2019

- Making his PBR debut in 2017 in Brazil, Lucas Divino had an electric season, finishing No. 2 in the national standings after winning two events, including his career-first on the nation's elite tour in Divinopolis.
- Finishing the year No. 65 in the world, Divino was quick to begin his 2018 campaign. He left his home nation for the first time to compete and found early success in Australia, winning two events before making his way to the northern hemisphere to make his debut on American soil.
- First riding at the Touring Pro Division event in Texarkana, Arkansas, where he was seventh, Divino made his elite Unleash The Beast debut one short week later in Albuquerque. In New Mexico, he established himself as a rider to watch after going 3-for-4, capped by an 88.25-point ride on Magic Train, to finish sixth.
- Divino made nine more appearances on the elite tour that season and finished an improved No. 48 in the world.

2020-2021

- Following an explosive rookie season, 2020 was a year of numerous career firsts for Divino.
- After steadily improving throughout the first four events of the season, Divino captured his career-first Unleash The Beast victory in February in Kansas City, Missouri. Going a perfect 3-for-3, Divino also recorded the first 90-point ride of his career on the premier series en route to the win, covering Medicine Man for 90 points. Netting 117 world points, Divino surged from No. 20 to No. 10 in the world.
- Less than three months later, Divino earned his second premier series victory in Guthrie, Oklahoma, joining Jose Vitor Leme as the second rider to have won multiple events throughout 2020.
- Divino's strong performance continued throughout the regular-season, and he earned his second qualification to the PBR World Finals, finishing the season a career-best No. 11.
- In 2021, however, Divino battled injury before finishing an uncharacteristic No. 41 in the world.
- As the campaign got underway, Divino registered one Top 5 finish on the premier series, third in Fort Worth, Texas, before undergoing left hip surgery in April. Divino inevitably elected to have the surgery after sustaining a separate left knee injury while competing on the elite tour in late March in Kansas City, Missouri.
- The charismatic Brazilian, who remains in need of surgery on his right hip, returned to competition in late July angling to make a second-half push to the PBR World Finals. Despite four Top 15 efforts, Divino narrowly missed the World Finals field with an outright qualification.
- Divino, however, travelled to Las Vegas as an alternate, entering the event in Round 4. Going 1-for-2 in his two outs, Divino concluded the prestigious event 27th.

#42 KYLER OLIVER

Hailing from and mentored by a family with a rich history in western sports, Kyler Oliver is a budding talent in the world's top bull-riding organization. Making a late-season surge in 2020, Oliver qualified for his career-first World Finals, where he logged his first 90-point score to conclude the year a career-best No. 37 in the world. Having yet to compete for a full season with the PBR, after his 2021 campaign was derailed by a shoulder injury, Oliver's potential remains yet to be fully realized.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS QUALIFICATIONS

1

HOMETOWN

ROY, UTAH

RESIDENCE

ROY, UTAH

HEIGHT

5'10"

WEIGHT

130

BORN

7/22/90

RIDING HAND

LEFT

CAREER EARNINGS

\$64,947.93*

HIGH-MARKED RIDE

90 POINTS ON CHAIN SMOKER DURING ROUND 3 OF THE 2020 PBR WORLD FINALS IN ARLINGTON, TEXAS, ON NOVEMBER 14, 2020



JOURNEY TO THE PBR:

- A third-generation cowboy, Kyler Oliver hails from a family with a rich history in western sports. Oliver is the nephew of famed horse and dog trainer Cody Christensen. Additionally, his grandmother Sherry Oliver is an accomplished horse trainer and has qualified for the Ram Circuit Finals as a barrel racer.
- Getting on his first sheep at age three, Oliver was mentored in his early days by his uncle Shane Oliver, a former professional bull rider with the PRCA, as well as family friends Wesley Silcox, the 2007 PRCA champion bull rider, and Tag Elliot, qualifier to the 2012 National Finals Rodeo.
- As his career progressed, Oliver, who competed in both bull riding and saddle bronc, travelled alongside now two-time PRCA All-Around World Champion Stetson Wright.

CAREER IN REVIEW:

2018-2021

- After making his PBR debut in July 26 at the Grand Junction, Colorado, Touring Pro Division event, Oliver did not return to PBR action until 2019 when he finished third at the developmental tour stop in Dickinson, North Dakota.
- In 2020, Oliver, who competed at 12 regular-season events, had a breakthrough year in the PBR.

- While his season debut was in January at the Pendleton Whisky Velocity Tour event in Spokane, Washington, Oliver, who was simultaneously competing with the PRCA, hit a hot streak when he returned to PBR action in May.
- Riding at six Touring Pro Division stops from late May through September, Oliver notched an event win, and an additional three Top 10 finishes, setting him on course to make a late-season surge to the PBR World Finals.
- In October, Oliver logged his first PBR victory, winning one of four Velocity Tour events in Casper, Wyoming. He netted a critical 37 world points, surged 31 positions in the standings, and climbed from No. 87 to No. 56 in the world.
- Oliver then punched his ticket to his career-first PBR World Finals compliments of a runner-up effort at the Velocity Tour Finals, propelling him to No. 37 in the world standings.
- At his debut World Finals, Oliver notably covered Chain Smoker for 90 points in Round 3, elevating him to an 18th-place finish overall at the season culminating event.
- He concluded the year a career-best No. 37 in the world standings.
- In 2021, Oliver's momentum continued, as he registered four Top 10 finishes on the premier series in the first three months of the season.
- However, in mid-April following the tour stop in Oklahoma City, Oklahoma, Oliver elected to undergo reconstructive shoulder surgery, sidelining him for the remainder of the 2021 campaign.

#44 RAMON DE LIMA

Don't be fooled by the easy smile, good nature and humble mannerisms instilled in him by his doting mother Maria, Ramon de Lima is one of the league's rankest riders. Known to turn seemingly doomed seasons into golden finishes, Lima's name remains a constant in the conversation for a World Championship, an accolade which the resilient Brazilian remains intent on achieving.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS APPEARANCES

4

HOMETOWN

RIO BRANCO, BRAZIL

RESIDENCE

DECATUR, TEXAS

HEIGHT

5'8"

WEIGHT

169

BORN

12/19/90

RIDING HAND

LEFT

CAREER EARNINGS

\$578,021.75*

HIGH-MARKED RIDE

90.5 POINTS ON BIG BLACK
IN LITTLE ROCK, ARKANSAS,
ON MARCH 7, 2020



AWARDS

- TWO-TIME PBR GLOBAL CUP TEAM BRAZIL QUALIFIER (2018, 2020)
- 2018 PBR GLOBAL CUP AUSTRALIA CHAMPION

JOURNEY TO THE PBR:

- Growing up on a ranch in Brazil, Ramon de Lima was exposed to the western lifestyle from a young age.
- After he started getting on calves and steers at the age of 8, Lima launched his professional career as soon as possible, at the age of 18.

CAREER IN REVIEW:

2016

- Self-taught Ramon de Lima made his PBR debut in August 2016 at the famed Barretos rodeo in Brazil where he finished 14th.
- With just the one PBR event on his resume, Lima travelled to the United States in February 2016 for the Touring Pro Division stop in Fort Worth, Texas.

2017

- In 2017, after a year away from PBR competition, Lima returned to the organization's events, riding on both the Touring Pro Division and Pendleton Whisky Velocity Tour before making his elite Unleash The Beast debut in April in Billings, Montana.
- Lima then mounted an aggressive summer campaign across all levels of competition, recording his first event wins on the Touring Pro Division in Rock Springs, Texas, in July, followed by a second title in Sterling, Colorado, in August.

- His performance during the premier series' annual summer break propelled him within the Top 35 of the world standings, and led him to an elite tour return in August at the Major in Nashville, Tennessee.
- At the regular season's end, prior to the World Finals, Lima competed at the Velocity Tour Finals, where he went a perfect 4-for-4. Lima tied with fellow Brazilian Alex Marcilio for the tour title, however, Marcilio won the tiebreaker via season earnings. Later that week, Lima made his PBR World Finals debut, where he finished 27th, before ending the year No. 30 in the world.

2018

- Lima then broke through in 2018, a top contender for the year's World Championship.
- Winning his first elite tour event in January in Sacramento, California, Lima rose to the world No. 1 ranking for the first time in his career in February after dominating the Iron Cowboy inside AT&T Stadium, winning his first PBR Major.
- As the year progressed, Lima's successes multiplied. He held the world No.1 ranking through the subsequent six Unleash The Beast events.
- Also logging the first 15/15 Bucking Battle victory of his career in 2018, Lima's season concluded at the World Finals. Riding to a 28th-place finish, he concluded the year a career-high No. 8 in the world.
- The 2018 campaign also included Lima's PBR Global Cup debut, riding for event-winning Team Brazil in Sydney, Australia.

2019-2021

- Lima's momentum, however, did not carry over into 2019; he fell victim to the Unleash The Beast cutline in March and competed on the Pendleton Whisky Velocity Tour.
- Recapturing his winning ways from 2018, Lima caught fire in September. Entering the Velocity Tour event in Portland, Maine in late September ranked No. 103 in the world, Lima catapulted to No. 44 in two weeks' time courtesy of an event win and runner-up finish on the PBR's expansion tour.
- Returning to the elite Unleash The Beast for the first time in seven months, Lima finished sixth in Greensboro, North Carolina, in mid-October.
- While he remained outside the Top 35 at the end of the season, Lima qualified to the 2019 PBR World Finals via the Pendleton Whisky Velocity Tour as the series' No. 3-ranked rider. Finishing a career-best 10th at the World Finals after going 4-for-6, Lima concluded the year No. 31 in the world.
- The 2020 season was yet another rollercoaster year for Lima. He registered five Top-10 finishes and an event victory on the premier series through the first three months of the season, but returned to Brazil at the onset of the COVID-19 (coronavirus) pandemic, missing several UTB events when the tour returned to action.
- Returning to the United States in September, Lima finished the year No. 23 in the world.
- In 2021, Lima continued to battle the cutline for the elite Unleash The Beast. Missing the World Finals for the first time since 2017, he finished an uncharacteristic No. 44 in the world.

#46 LUCIANO DE CASTRO

After beginning his career in his home country, 2015 PBR Brazil Champion Luciano de Castro has become one of the latest bull riders from the South American nation to take the PBR by storm. After logging back-to-back Top 10 seasons in 2018-2019, Castro struggled in 2020 and 2021, including battling injury, and will be keen to rebound in 2022 to contend for his first World Championship title.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS QUALIFICATIONS

4

HOMETOWN

GUZOLÂNDIA, SÃO PAULO, BRAZIL

RESIDENCE

DECATUR, TEXAS

HEIGHT WEIGHT

5'8" 158

BORN

4/26/96

RIDING HAND

LEFT

CAREER EARNINGS

\$624,881.30*

HIGH-MARKED RIDE

92.5 POINTS ON CANADIAN
MIST IN AUSTIN, TEXAS, ON
SEPTEMBER 28, 2018



AWARDS

- TWO-TIME PBR GLOBAL CUP TEAM BRAZIL QUALIFIER
- 2018 PBR GLOBAL CUP AUSTRALIA CHAMPION
- 2015 PBR BRAZIL CHAMPION

JOURNEY TO THE PBR:

- Growing up with a bull stock contractor for a father, Luciano de Castro developed a passion for the sport of bull riding at a young age.
- While he didn't begin his competitive career until age 16, Castro has been a rising star since, leading some noting his natural talent for the sport to liken him to 2017 PBR World Champion Jess Lockwood, and standout Brazilian riders Adriano Moraes, Silvano Alves and Guilherme Marchi.

CAREER IN REVIEW:

2015-2016

- Luciano de Castro made his PBR Brazil debut in 2015, winning two events, including the PBR Brazil Finals, and logging six additional Top 10 finishes before being named the season's PBR Brazil Champion and Rookie of the Year.
- In 2016, Castro earned one event victory and six accompanying Top 5 finishes at PBR Brazil events, finishing runner up in the nation's title race.
- In his two years with the Brazilian tour, Castro went an impressive 79-for-93 (84.95%) and delivered a perfect 10-for-10 performance across his two appearances at the legendary Barretos Rodeo.

2017-2019

- Castro made his United States debut in 2017 at the Pendleton Whisky Velocity Tour event in Ontario, California. Two months later, Castro made his elite Unleash The Beast debut in Sacramento, California.
- Castro moved to the United States under the encouragement of three-time World Champion Alves, who Castro met a few years prior when he won Alves' open bull riding event in Brazil.
- In 2017, his first year on the premier tour, Castro's best finish was earned in March at the Jacksonville, Florida event where he was fourth. At year's end, Castro rode to a ninth-place result at his first-ever World Finals and concluded the year No. 25 in the world.
- The 2018 season for Castro was a breakthrough year as the young Brazilian earned his first Unleash The Beast event win in Little Rock, Arkansas, followed by a second win later that season in Austin, Texas.
- Castro also notched his first 15/15 Bucking Battle victory in 2018, dominating the special round in Columbus, Ohio.
- Castro finished the 2018 season ranked a career-best No. 6 in the world after qualifying for his second World Finals.
- During the Unleash The Beast's summer break, Castro made his PBR Global Cup debut at the 2018 edition of the event in Sydney, Australia. Going a perfect 3-for-3, he helped Team Brazil capture their first win at the team-formatted international spectacle.
- While Castro's 2019 season didn't contain the signature wins, consistent riding propelled him to finish the season ranked No. 9 in the world, and he made his third consecutive appearance at the PBR World Finals.

2020-2021

- The 2020 campaign was uncharacteristically tough for the gritty Brazilian.
- Battling a chronic hip injury, Castro logged just one Top-10 finish through the first two months of the season, finishing ninth at the Iron Cowboy Major, before being cut from the elite Unleash The Beast.
- When the summer season began, Castro was making the 8 more consistently, logging four Top 10 efforts through July and August.
- Castro continued to capitalize on opportunities to compete, earning two Top 5 efforts through the quartet of Pendleton Whisky Velocity Tour events in Casper, Wyoming, in October, and both winning and finishing runner-up at the Llano, Texas Touring Pro Division event through his two entries.
- Reaching the World Finals as an alternate, Castro went 2-for-4 en route to a 27th-place finish and finishing No. 46 in the world.
- Amidst the unique season, Castro also competed for third-place Team Brazil at the 2020 PBR Global Cup USA.
- In 2021, Castro, who continued to battle injury, again finished No. 46 in the world.
- While he made eight appearances on the premier series, finishing a season-best seventh in Billings, Montana, in May, Castro's season ended in July on the Pendleton Whisky Velocity Tour in Memphis, Tennessee, where he sustained a knee injury.

#47 MICHAEL LANE

One of the sport's most determined contenders, Michael Lane has battled through numerous injuries as he seeks one goal – to be crowned the PBR World Champion. With his career beginning at the young age of 4, fast forward nearly 20 years, and Lane has excelled on some of bull riding's biggest stages, a feat he dreamt of as a child.

 @MLANEMI

 @MICHAELLANE90

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

CAREER
STATS

WORLD FINALS APPEARANCES

3

HOMETOWN

TAZEWELL, VIRGINIA

RESIDENCE

RANDLEMAN, NORTH CAROLINA

HEIGHT

5'7"

WEIGHT

148

BORN

6/1/90

RIDING HAND

RIGHT

CAREER EARNINGS

\$237,060.25*

HIGH-MARKED RIDE

88 POINTS ON GENTLEMAN JIM IN
LAS VEGAS, NEVADA ON MAY 22, 2015



JOURNEY TO THE PBR:

- Michael Lane was first drawn to the western lifestyle by his bull-riding brother-in-law. When he was 4, Lane noticed that riding sheep was how kids got started. When he reflects on the start of his career in present day, Lane says with a smile that from that moment as a child on, all his siblings' prized livestock had targets on their back from then on out.
- Four years later, Lane won "Best Dressed Cowboy" at the Brushfork Armory Rodeo and took home a pony as the prize.
- Once done with high school rodeos, where he roped, steer wrestled and rode bulls, Lane decided that going forward, he'd focus solely on bull riding.
- Now a consistent presence on the PBR Pendleton Whisky Velocity Tour and elite Unleash The Beast, Lane still looks up to two-time PBR World Champion J.B. Mauney, whose hometown is nearby Statesville, NC.
- Lane also credits PBR co-founder Jerome Davis, also known as "The Carolina Cowboy," to pushing him to compete in the PBR and pointing him in the right direction.
- Above all, Lane says the love and support of his family has been a big part of his career. He and his wife Brook welcomed their first child in 2019, daughter Allie-Michael, and their second daughter Maesa in 2021.

CAREER IN REVIEW:**2008-2015**

- Lane rode at his first PBR event in August 2008 at the Touring Pro Division level but didn't make his Unleash The Beast debut until March 2013 when he rode at the Ty Murray Invitational in Albuquerque, New Mexico.
- He returned to the premier series one more time that season, competing at the Last Cowboy Standing Major at Helldorado Days in Las Vegas.
- Following a dismal 2014 season, Lane began to hit his stride in 2015, concluding the year a then career-best No. 37 in the world.
- After a third-place result to start the season at the Touring Pro Division event in Columbus, Georgia, Lane won his first event one week later, also on the developmental tour in Rainsville, Alabama.
- With subsequent success on the Pendleton Whisky Velocity Tour, recording four Top 5 results, Lane returned to the Unleash The Beast in May for the Last Cowboy Standing Major. Recording what remains the high-marked ride of his Unleash The Beast career, an 88-point trip on Gentleman Jim, Lane finished fourth. He was a near tour-regular following the summer break and made his World Finals debut that November finishing 19th.

2016-2020

- Battling on the Velocity Tour in 2016 and 2017, Lane made his second appearance at the World Finals in 2018, foreboding his career year in 2019.
- In 2019, Lane parlayed event victories on both the Velocity Tour in Des Moines, Iowa, and the Canadian Cup Series in Moncton, New Brunswick, to rise to No. 35 in the world and return to the Unleash The Beast.
- First riding on the premier series in May in Green Bay, Wisconsin, Lane was a near regular for the remainder of the season, finishing a career-best third in Fairfax, Virginia, despite battling a hand injury as the 2019 campaign ended.
- Gritting through the pain, Lane rode at his third career PBR World Finals and concluded the year a career-best No. 35 in the world.
- Competing through a limited schedule in 2020, Lane's best finish of the season was a seventh-place result on the Pendleton Whisky Velocity Tour in Casper, Wyoming in October.

2021

- In 2021, Lane recaptured his form which led to his three previous PBR World Finals qualifications.
- Spending the majority of the campaign on the Pendleton Whisky Velocity Tour, Lane delivered a season which nearly ended in his first Velocity Tour Finals and a return to the PBR World Finals.
- After registering three Top 10 finishes on the Velocity Tour through the first four months of the season, Lane captured his first win on the expansion series in late April in Wichita, Kansas.
- Lane, the winningest rider on the Velocity Tour in PBR history, earned his second win of the season in late July when he topped the field in Bangor, Maine.
- Atop the Velocity Tour standings the majority of the year, Lane's season came to a heartbreaking end in October in Wheeling, West Virginia. During his 7.71-second buckoff atop Latch Party, Lane broke his riding hand thumb, sidelining him the remainder of the year.
- Lane finished 2021 No. 2 on the Velocity Tour and No. 47 in the broader PBR world standings.

#48 AARON KLEIER

Australian sensation Aaron Kleier has his name firmly etched in the PBR record books. One of the nation's most accomplished athletes, the soft-spoken Kleier is the only rider in league history to be crowned the PBR Australia Champion in four consecutive seasons (2018-21). The Queensland-native is well positioned for success on the elite Unleash The Beast stateside and may be destined for global stardom.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS QUALIFICATIONS

1

HOMETOWN

CLERMONT, QUEENSLAND, AUSTRALIA

RESIDENCE

CLERMONT, QUEENSLAND, AUSTRALIA

HEIGHT

5'8"

WEIGHT

140

BORN

1/26/98

RIDING HAND

LEFT

CAREER EARNINGS

\$235,124.28*

HIGH-MARKED RIDE

89.25 POINTS ON EVIL INTENTIONS DURING THE 15/15 BUCKING BATTLE IN KANSAS CITY, MISSOURI ON FEBRUARY 29, 2020



AWARDS

- FOUR-TIME PBR AUSTRALIA CHAMPION (2018-2021)
- FOUR-TIME PBR GLOBAL CUP TEAM AUSTRALIA QUALIFIER (2017-2020)
- 2017 PBR AUSTRALIA ROOKIE OF THE YEAR

JOURNEY TO THE PBR:

- The son of respected stock contractors Fred and Julie, Aaron Kleier grew up immersed in bull riding.
- As a child, Kleier frequently climbed aboard his family's steers, and he began his competitive career as a tenth grader.
- While enrolled at St. Brendan's College, he frequented events hosted by the iconic Great Western Hotel.
- Before making his PBR debut in 2017, Kleier won the Young Guns Series in 2014 and 2015, and the Great Western Series Rookie title in 2016.

CAREER IN REVIEW:

2016-2017

- After competing at his first PBR event on Dec. 31, 2016, where he finished third, Kleier was nothing short of electric in his rookie season in his home nation in 2017.
- Winning the second Touring Pro Division event of his career, as well as two additional events, Kleier recorded an accompanying eight Top-10 finishes during the 2017 Australian season.

- While he led the standings for a good portion of the campaign, Kleier concluded the year ranked No.2 in the nation, earning the Australian Rookie of the Year honors.
- Kleier capped the season with his first trip abroad for PBR competition, riding as part of Team Australia at the debut PBR Global Cup in Edmonton, Alberta, Canada.

2018

- The 2018 season culminated a dream for Kleier, achieving his lifelong goal of being crowned the PBR Australia Champion.
- In addition to winning six events, he notched 14 accompanying Top 5 finishes to conclude the year 1,125.82 points in front of runner-up Cliff Richardson.
- Kleier also represented his homeland in the first PBR Global Cup on Australian soil. Adding one score to the nation's total, the Australian contingent nearly defended its soil; however, they lost to Team Brazil by a heartbreaking 0.75 points.

2019

- Kleier once again dominated Australian competition in 2019, becoming the second athlete in league history to win the nation's championship in consecutive seasons.
- Kleier's success again made him an early pick to Team Australia for the PBR Global Cup's debut on U.S. soil, where the contingent from Down Under was fourth.
- Finishing a career-high No. 22 in the world, Kleier made his Unleash The Beast debut in July, riding at the Last Cowboy Standing Major, part of the iconic Cheyenne Frontier Days.

2020-2021

- After beginning his season on home soil, registering three consecutive Top 5 finishes, Kleier travelled to the United States to begin the Unleash The Beast season.
- He began the season on a high-note, finishing 16th at the season-launch Major in New York City, and duplicated the effort the following weekend in Chicago.
- Solidifying his position on tour, Kleier broke through in February in Kansas City where he finished second at the stop's 15/15 Bucking Battle and 11th in the main event.
- In Duluth, Georgia, Kleier then finished a career-best 10th at a regular-season premier series event, the final event before the COVID-19 (coronavirus) shut down in the U.S., before returning home to Australia.
- Back in Australia, Kleier began his march to history. Locked in a feverish battle with Lachlan Richardson, Kleier registered four event wins and an additional seven Top-10 finishes en route to his third consecutive PBR Australia Championship.
- In winning the title, Kleier became the first rider in history to win the nation's championship in three consecutive seasons.

2021

- Following his three straight titles, Kleier wasn't finished setting international records with the PBR.
- He defended his PBR Australia Championship in 2021, becoming just the second rider in any of the organization's international divisions to win a national title four times, and the first to do it in consecutive seasons. David Kennedy is the only other rider to achieve the feat, topping the Australian field in 2009-2010, 2012 and 2014.
- The reserved Aussie began his season in unrivaled fashion, covering his very first bull of the year, Black Tuxedo, for 90.5 points. The score was his first 90-point ride in PBR Australia competition, and first of just three 90-point scores logged in the nation throughout 2021.
- Kleier, who finished 248.01 points ahead of runner-up Brady Fielder, won a PBR Australia best four events, covering an impressive 65.71% (23-for-35) of his draws.

#50 DAKOTA LOUIS

Of both Northern Cheyenne and Blackfeet descent, Dakota Louis is one of the top Native American riders in PBR. A persistent competitor, Louis began to break through in 2020, logging his best year with the league amid a career that has spanned nearly a decade. With his stock continuing to rise, the future is bright for Louis.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS QUALIFICATIONS

1

HOMETOWN

BROWNING, MONTANA

RESIDENCE

BROWNING, MONTANA

HEIGHT

6'0"

WEIGHT

165

BORN

8/9/92

RIDING HAND

LEFT

CAREER EARNINGS

\$169,208.25*

HIGH-MARKED RIDE

89 POINTS ON HAROLD'S GENUINE RISK DURING ROUND 1 OF THE 2020 PBR WORLD FINALS IN ARLINGTON, TEXAS ON NOVEMBER 12, 2020



AWARDS

- TWO-TIME PBR GLOBAL CUP TEAM USA WOLVES QUALIFIER

JOURNEY TO THE PBR:

- Growing up in the Western lifestyle, Dakota Louis, and his younger brother Preston, were inspired to pursue a career in bull riding by their father Greg, a two-time Indian National Finals Champion bull rider.
- Hailing from a supportive family, Louis cites his grandmother as his biggest fan. At age eight, she took both Louis and his brother to their first PBR event, attending the annual Unleash The Beast tour stop in Billings, Montana.
- Louis quickly climbed the ranks in the amateur levels, twice qualifying for the National High School Finals Rodeo and finishing inside the Top 20 in both bull riding and the team roping as a heeler.
- A Northern Cheyenne tribal member, and of Blackfeet descent, Louis is also a three-time Indian National Finals Champion bull rider.

CAREER IN REVIEW:**2011-2015**

- Dakota Louis made his PBR debut in March 2011, riding at the elite Unleash The Beast event in Albuquerque, New Mexico, as the annual Native American invite. Louis went on to compete in seven additional events that season in both the United States and Canada, finishing a season-best eighth in Ponoka, Alberta at the Canadian Touring Pro Division event.
- After finding mixed success in 2012 and 2013, Louis began to find his stride in 2014.
- Riding at the April Touring Pro Division event in Lynden, Washington, Louis notched his first event victory. Later that month, Louis returned to the elite tour in front of a home state crowd in Billings, Montana. Recording his first eight-second effort on the Unleash The Beast, Louis concluded the event 17th.
- Louis registered two 90-point rides in Touring Pro Division competition en route to finishing the year ranked No. 78 in the world.
- In 2015, Louis' stock continued to rise, winning two events, including his career-first on the Pendleton Whisky Velocity Tour, before finishing the year No. 63 in the world.

2016-2019

- Once again concluding the year ranked No. 63 in the world, Louis recorded another event win, along with an additional 12 Top-5 finishes in both the United States and Canada.
- Throughout 2017-2019, Louis was mired in a slump. The three-year span was highlighted by his return to the Unleash The Beast in 2019, riding at two tour stops, Oklahoma City and Billings.
- In 2019, Louis also earned his first Global Cup selection, competing for the all Native American Team USA Wolves at the first-ever iteration of the event on American soil.

2020-2021

- After nine seasons with the PBR, Louis broke through in 2020.
- Registering six Top-10 finishes through the first two months of the season, Louis was again selected to Team USA Wolves for the 2020 PBR Global Cup USA, before returning to the Unleash The Beast in late-February for the St. Louis tour stop where he was 16th.
- In July, Louis won the Touring Pro Division event in Shipshewana, Indiana, helping to propel him to a near permanent position on the premier series for the remainder of the season.
- Louis went on to log a Top-10 effort, finishing a career-best seventh in Billings, Montana, before qualifying for his career-first PBR World Finals.
- Finishing 19th at the season-culminating event, Louis concluded 2020 ranked a career-best No. 38 in the world.
- In 2021, Louis remained a frequent presence on the elite Unleash The Beast, appearing at 18 regular season events, logging four Top 15 efforts.
- Louis narrowly missed qualifying for his second consecutive PBR World Finals, the event's fifth alternate, ending the year No. 50 in the world.

#51 JESS LOCKWOOD

At five feet, five inches, 130 pounds, Jess Lockwood may be one of the toughest athletes in sports. Lockwood, the youngest two-time PBR World Champion in PBR history and also the sixth all-time earner in the sport's history, has persevered through numerous potential career-ending injuries to establish himself as one of the sport's premier talents. And his aptitude for success extends beyond the arena, a former Montana State Wrestling Champion.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD CHAMPIONSHIP TITLES

2017, 2019

WORLD FINALS APPEARANCES

5

HOMETOWN

VOLBORG, MONTANA

RESIDENCE

VOLBORG, MONTANA

HEIGHT

5'5"

WEIGHT

130

BORN

9/20/97

RIDING HAND

LEFT

CAREER EARNINGS

\$4,165,883.06*

HIGH-MARKED RIDE

94 POINTS ON HEARTBREAK KID IN NAMPA, IDAHO, OCTOBER 19, 2019



AWARDS

- THREE-TIME PBR GLOBAL CUP TEAM USA QUALIFIER (2018-2020)
- 2020 PBR GLOBAL CUP USA CHAMPION
- TWO-TIME PBR WORLD CHAMPION (2019 & 2017)
- 2019 WORLD FINALS EVENT WINNER
- 2019 MASON LOWE AWARD WINNER
- 2019 TOURING PRO DIVISION CHAMPION
- 2016 ROOKIE OF THE YEAR

JOURNEY TO THE PBR:

- Lockwood hails from a rugged family with a rich history in western sports. His father, Ed, was a champion bull rider and professional saddle bronc rider, while his mother Angie was a barrel racer, and his aunt, Lisa Lockhart, is a legendary barrel racer.
- Lockwood got on his first bull in eighth grade, and then pursued the sport full time shortly after ending his career as a champion high school wrestler.
- At 18, Lockwood began his professional career, cashing his first PBR check one month later at the Touring Pro Division stop in Clovis, New Mexico.
- The Montana-native soon moved to PBR Livestock Director Cody Lambert's ranch in Bowie, Texas, where he was tutored by Lambert and two-time PBR World Champion Justin McBride.

CAREER IN REVIEW:**2013-2016**

- Lockwood made his PBR debut in October 2015, and quickly reached the premier series, competing at his first Unleash The Beast event in Sioux Falls, South Dakota, April 2016.
- Three events into his debut season on the Unleash The Beast, Lockwood won in Billings, Montana. He finished the season No. 8 in the world standings and was named 2016 Rookie of the Year.

2017-2018

- In 2017, Lockwood put all of PBR on notice. Winning the season-launch Major in New York City, the surging bull rider, then 19, was world No.1 for the first time. He then held that ranking for six weeks, also winning in Sacramento, California.
- Lockwood battled through numerous injuries throughout the season, and backed by a strong 3-for-6 showing at the World Finals became the youngest World Champion in PBR history. At the time, Lockwood was just the fourth Rookie of the Year to win the world, and second, joining three-time World Champion Silvano Alves, to win the titles in back-to-back years.
- Battling a groin injury throughout 2018, Lockwood finished an uncharacteristic No. 12 in the world.

2019

- In 2019, Lockwood once again won the season-launch Major in New York City, as well as the tour stop the following weekend in Chicago, to take a firm hold of the world No. 1 ranking.
- He held the No. 1 ranking for the first nine weeks of the season, but was surpassed by Chase Outlaw in late March after sustaining a broken collarbone during the 2019 PBR Global Cup USA on Feb. 9, which sidelined him for three months.
- Upon returning in mid-May in Albuquerque, Lockwood, who had slipped to world No. 4, began to mount one of the most dominant summer campaigns in PBR history, winning five Touring Pro Division events in both the United States and Canada to enter the first event of the second half in Tulsa No. 3 in the world.
- The Montana man then swept both the main event and the 15/15 Bucking Battle and left Oklahoma back atop the world rankings. He solidified that spot by winning the following weekend in Houston.
- Despite winning two additional 15/15 Bucking Battles in the remainder of the regular season, Lockwood was surpassed by top challenger Jose Vitor Leme to enter the World Finals No. 2 in the world, 749.66 points behind the No. 1 rank.
- A 5-for-6 performance at the World Finals, including four 90-point rides, propelled Lockwood to both the World Finals event win and World Championship, making him the fifth rider to win both the World Championship and World Finals event title in the same season.

2020-2021

- Lockwood was again plagued by injury in 2020. After competing at eight elite tour events, including notching a victory in Manchester, New Hampshire, on March 1, after covering I'm Legit Too for 91.5 points, Lockwood's right spur got caught in the bull rope during his dismount, ripping his hamstring muscles.
- Sidelined for nine events during a six-month hiatus following surgery, Lockwood returned to competition in mid-September in Billings, Montana.
- Despite contending with yet another sidelining injury, a partial dislocation of his right shoulder, Lockwood finished the year No. 5 in the world.
- In 2021, Lockwood was once again dogged by injury, concluding the campaign ranked a career-low No. 51 in the world, unable to compete at the PBR World Finals.
- His season began in rough fashion, breaking his jaw during Round 1 of the 2021 season-launch event in Ocala, Florida, as he was bested by Detroit Lean in 2.75 seconds. While Lockwood would return to competition in late February, he competed at just eight events before undergoing pelvic surgery in May to repair a persistent injury dating to past seasons. Lockwood attempted to return at year's end, riding at the final regular season Unleash The Beast event in Lincoln, Montana, however after attempting just one bull, opted to end his season to continue his recovery.

#58 DAKOTA BUTTAR

Despite his quiet nature, Saskatchewan-native Dakota Buttar is one of Canada's most determined and talented bull riders. A five-time Glen Keeley Award Winner, Buttar actualized his dream of becoming a PBR Canada Champion in 2020, accomplishing the feat in record fashion by riding 11 consecutive bulls and winning three of his six rides compliments of scores on World Finals buckler Tractorland's Pound Sand.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS QUALIFICATIONS

4

HOMETOWN

KINDERSLEY, SASKATCHEWAN

RESIDENCE

EATONIA, SASKATCHEWAN

HEIGHT

5'7"

WEIGHT

135

BORN

11/6/92

RIDING HAND

LEFT

CAREER EARNINGS

\$441,906.72*

HIGH-MARKED RIDE

90.5 POINTS ON RISING SUN
IN MILWAUKEE, WISCONSIN,
ON OCTOBER 7, 2018



AWARDS

- FIVE-TIME GLEN KEELEY AWARD WINNER (2017-2021)
- FOUR-TIME PBR GLOBAL CUP TEAM CANADA QUALIFIER (2017-2020)
- 2020 PBR CANADA CHAMPION

JOURNEY TO THE PBR:

- Canadian rider Dakota Buttar was born into a rodeo family. With a bull rider dad, barrel racing sister, and videographer mom, he had the upbringing and support to become one of the best bull riders to emerge from Canada in recent years.
- While Buttar played hockey as a child, drawing inspiration from cousin, and former NHL defenseman Darren Van Impe, he got on his first steer at age eight and was immediately captivated by the sport.
- A friend of former rider turned bullfighter Tanner Byrne, Buttar frequently rodeoed with Byrne as a child, with the two young athletes advancing through junior bull riding and the higher ranks in unison.
- Buttar went on to follow in his father's footsteps while also idolizing two-time PBR World Champion Chris Shivers, and PBR Ring of Honor Inductee Jim Sharp.

CAREER IN REVIEW:

2014-2016

- Buttar made his PBR debut in 2014, competing at the Canadian Touring Pro Division (TPD) event in Lethbridge, Alberta.
- Following his back-to-back Canadian Professional Rodeo Association bull riding championships in 2014 and 2015, Buttar made a splash in the PBR in 2016.

- After a successful campaign during the first half of the 2016 season, including two event wins and 12 Top-5 finishes in Canada competition, Buttar made his Unleash The Beast debut in Tulsa, Oklahoma, in August.
- While he finished runner-up at the PBR Canada Finals, Buttar was given the opportunity to compete at the Pendleton Whisky Velocity Tour (PWVT) Finals after PBR Canada Champion Ty Pozzobon was unable to ride due to injury.
- Finishing sixth, Buttar earned enough points to end the regular season No. 35 in the world standings, qualifying him for his first-ever World Finals.
- Buttar was one of four Canadians to compete at the 2016 PBR World Finals, the most since 2012, and he went 2-for-5 en route to a career-best 11th place finish.

2017-2018

- In 2017, his first full year competing on PBR's premier tour, despite battling a persistent elbow injury, which caused him to switch to a Brazilian bull rope, Buttar recorded eight Top-10 finishes, including his first event win on the elite tour in October in Nampa, Idaho.
- The Saskatchewan man again reached the PBR World Finals, going 1-for-4 to finish 16th.
- Buttar then returned to his home country to ride as a part of Team Canada for the inaugural Global Cup in Edmonton, Alberta, where the host nation finished third.
- In 2018, Buttar continued to reach new career highs, including his first 90-point ride on the premier series in Columbus, Ohio in April when he was marked 90 points aboard Inferno and another 90-point score later that season, recording the high-marked ride of his career in October in Milwaukee, Wisconsin, on Rising Sun for 90.5 points.
- The Kindersley-native concluded the year a career-best No. 17 in the world standings.
- In 2018, Buttar also rode for the Great White North at the second edition of the PBR Global Cup in Sydney, Australia, where Team Canada once again finished third.

2019

- A third selection to represent Canada awaited Buttar in 2019, tapped to ride at the inaugural PBR Global Cup USA, where he went 1-for-3.
- The 2019 season's highlights also included Buttar earning his third consecutive Glen Keeley Award, presented to the top-finishing Canadian in the world standings, as he finished the year ranked No. 29.
- On home soil, Buttar finished the 2019 PBR Canada Championship race No. 2, narrowly beat out by Daylon Swearingen in the final outs of the 2019 PBR Canada National Finals.
- Buttar's runner-up effort was backed by a league-leading five wins on the nation's Touring Pro Division.

2020-2021

- Buttar began the 2020 season strong, winning Round 2 of the season-launch Major in New York City en route to an eighth-place finish overall.
- While he competed twice more on the Unleash The Beast in 2020 and represented Team Canada at the PBR Global Cup USA, Buttar's focus was on home soil, keen to earn the year's national championship.
- In Canadian competition, Buttar won three consecutive events and logged a record-tying 11 consecutive rides before being bucked off by Finning Drop Bear in late July.
- With a firm hold on the Canadian No. 1 ranking for nearly the entire season, Buttar concluded the year with his career-first PBR Canada Championship, holding off a hard-charging Zane Lambert at the 2020 PBR Canada National Finals Week.
- En route to the national title, Buttar won the prestigious Glen Keeley Memorial, backed by a 90.5-point ride on World Finals buckler Tractorland's Pound Sand.
- In 2021, Buttar was poised to make history as the first back-to-back PBR Canada Champion in history, however, was unable to actualize his goal due to injury.
- As the No. 1 ranked rider on Canadian soil for most of the year, Buttar won four events and a Cup Series 5/5 Bucking Battle before sustaining a season-derailing groin injury at the last regular-season elite tour event of 2021 in Saskatoon, Saskatchewan.
- Despite a valiant attempt to rehab, Buttar attempted just two bulls at the historic 2021 PBR Canada National Finals in Edmonton, Alberta, before he was inevitably sidelined for the last outs of the season. He finished the race for the 2021 PBR Canada Championship No. 2, 23.34 points behind the No. 1 rank.
- Buttar also captured his fifth consecutive Glen Keeley Award in 2021.

#69 MATT TRIPLETT

A seven-time PBR World Finals qualifier, Matt Triplett is consistently atop the world rankings, excelling globally with events wins in three countries among his long list of career accolades. Facing numerous shoulder injuries throughout his career of more than a decade, Triplett has persevered, thrice finishing inside the world's Top 10, ascending to bull riding stardom in both the United States and abroad. The 2022 season will mark the swan song for the accomplished Montanan, poised to retire at year's end from riding while continuing to be involved in western sports.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS APPEARANCES

7

HOMETOWN

COLUMBIA FALLS, MONTANA

RESIDENCE

CANTON, SOUTH DAKOTA

HEIGHT

5'7"

WEIGHT

160

BORN

6/28/91

RIDING HAND

RIGHT

CAREER EARNINGS

\$1,412,516.61*

HIGH-MARKED RIDE

92 POINTS ON BIG TEX WALK OFF DURING ROUND 2 OF THE PBR WORLD FINALS ON OCTOBER 23, 2014



AWARDS

- TWO-TIME PBR GLOBAL CUP TEAM USA QUALIFIER (2018, 2020)
- 2020 PBR GLOBAL CUP USA CHAMPION

JOURNEY TO THE PBR:

- Inspired by his father Pat, a bull rider of more than 15 years, Matt Triplett started riding bulls when he was 10.
- Pat was on hand when Triplett won both of his Montana State High School Rodeo bull riding titles, and is now a stock contractor for the PBR, inspiring Matt to raise his own bulls as well. While Matt is now considered a veteran rider on the PBR circuit, he says he still looks to his dad for advice, both inside and out of the arena.
- In addition to his dad, Triplett also soaks in the wisdom and life experience of his grandfather, a well-known figure in the PBR, who is one of his biggest fans.
- In July 2021, Triplett and his wife Cierra welcomed their first child, daughter Evelyn Rae.
- Apart from competing, Triplett is engrained in the industry. He holds his own bull riding event in Sioux Falls, South Dakota, and also owns a roster of bucking bulls.

CAREER IN REVIEW:**2011-2013**

- On January 29, 2011, Triplett made his PBR debut at the Touring Pro Division event in Casper, Wyoming where he finished third. Quick to climb the league's ranks, in May, Triplett competed at his first Unleash The Beast tour stop, riding to a 14th place finish in Duluth, Georgia. He made one additional appearance on the premier series before finishing the year No. 68 in the world.
- In 2012, Triplett again returned to the Unleash The Beast twice, concluding the season ranked No. 70 in the world.
- The Montana cowboy then broke through in 2013. In addition to logging his first 90-point ride on the elite Unleash The Beast, a 91-point score on Pandemic in late September, Triplett also recorded two Top-10 finishes during the elite tour's regular season before qualifying for his career-first PBR World Finals.
- Going 3-for-6 at the season-culminating event, Triplett finished ninth at his first PBR World Finals to surge to No. 26 in the world rankings.

2014-2015

- In 2014, Triplett was electric, mounting the best season of his career to date. In addition to notching two Touring Pro Division victories, he won his career-first 15/15 Bucking Battle, dominating the special round at the historic Monster Energy Bulls on the Beach event in Huntington Beach, California.
- Triplett capped the season with a fifth-place finish at the PBR World Finals leading him to a career-best No. 3 ranking in the year end world standings.
- Triplett began his 2015 season travelling to Australia where he netted quick world points compliments of two third-place efforts.
- En route to his third PBR World Finals qualification, Triplett won his first Unleash The Beast event when he topped the field in Oklahoma City, Oklahoma. Less than a month later, Triplett again won on the premier series in Anaheim, California.
- Triplett finished the season ninth at the PBR World Finals and No. 5 in the world.

2016-2018

- After battling numerous injuries, which sidelined him for the majority of 2016, Triplett stormed back to his winning ways in 2017.
- He began the year with two wins at PBR Australia events and returned to the top of the Can-Am Cage at PBR's elite tour for the first time in nearly two years in March in Sioux Falls, South Dakota. His event wins in Australia put Triplett in a small group of riders who have won buckles in three countries, with the Montana man also finding success in Canada.
- Following the 2017 PBR World Finals Triplett underwent reconstructive surgery on his left shoulder, which kept him out of competition until April 2018.
- Despite the missed time, Triplett's natural aptitude for bull riding prevailed, capping his comeback with a regular season Unleash The Beast win in Greensboro, North Carolina, to punch his ticket to the fifth PBR World Finals of his career. He went 4-for-6, finishing fifth at World Finals and concluding the year No. 13 in the world.

2019-2020

- Recording five Top-10 finishes on the elite Unleash The Beast in 2019, Triplett once again returned to the World Finals. Rebounding from a Round 1 buckoff, Triplett rode his next five bovine counterparts to finish a career-best second at the five-day championship event.
- Triplett concluded the 2019 season No. 7 in the world, after beginning the World Finals No. 17.
- In 2020, an injury again derailed Triplett's season.
- After a successful start of the year, including six Top-10 finishes on the elite Unleash The Beast, and being an integral part of the event-winning Team USA Eagles for the 2020 PBR Global Cup USA, Triplett, who was sidelined following the late August premier series stop in Salt Lake City, Utah, decided to undergo hip surgery.
- Unable to compete at the 2020 PBR World Finals, he finished No. 24 in the world.
- Due to recovery from hip surgery, Triplett did not make his 2021 debut until March. Struggling to find success across all levels of competition, Triplett failed to reach the World Finals, finishing an uncharacteristic No. 69 in the world standings.

#101 STETSON LAWRENCE

Stetson Lawrence, of both Chippewa and Sioux descent, is one of the league's most accomplished Native American competitors. "The Firewalker," known for his iconic heritage-inspired celebration dance, has excelled around the globe, winning a Canadian championship and ascending to the ranks of international bull riding stardom.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS QUALIFICATIONS

8

HOMETOWN

TRENTON, NORTH DAKOTA

RESIDENCE

WILLISTON, NORTH DAKOTA

HEIGHT WEIGHT

5'10" 155

BORN

11/17/88

RIDING HAND

LEFT

CAREER EARNINGS

\$825,488.10*

HIGH-MARKED RIDE

92.25 POINTS ON COCHISE IN OKLAHOMA CITY, OKLAHOMA ON JANUARY 21, 2018



AWARDS

- THREE-TIME PBR GLOBAL CUP TEAM USA QUALIFIER (2018-2020)
- 2014 PBR CANADA CHAMPION

JOURNEY TO THE PBR:

- While Stetson Lawrence hails from a family of bull riders, he is the first to turn his passion into a professional career.
- Lawrence, of Sioux and Chippewa descent, got on his first bull at age nine, and made his PBR debut 10 years later at a Touring Pro Division (TPD) event in nearby Sidney, Montana. Nowadays, fans get a feel for his native traditions when Lawrence breaks into a tribal dance after a successful ride.

CAREER IN REVIEW:

2008-2013

- Stetson Lawrence made his PBR debut in May 2008, competing at the Sidney, Montana, Touring Pro Division event where he finished eighth.
- After competing at the TPD level in both the United States and Canada for six years, Lawrence broke through and made his elite Unleash The Beast debut in February 2013 in Kansas City, Missouri, where he finished 10th.
- Lawrence mounted a strong summer run, competing in both the United States and Canada, before concluding the year with his career-first qualification to the PBR World Finals and finishing No. 39 in the world.

2014-2016

- The North Dakotan's success continued to mount in 2014, both stateside and abroad.
- In Canada, Lawrence won three events, and logged an additional eight Top-10 finishes, en route to the 2014 PBR Canada Championship.
- In the United States, Lawrence competed at 11 regular season Unleash The Beast events, registering four Top-10 efforts, before qualifying for his second PBR World Finals and concluding the year No. 29 in the world.
- Lawrence then delivered what remains his career-best season in 2015. Registering five Top-5 finishes and finishing 15th at the PBR World Finals, he concluded the year ranked a career-high No. 9 in the world.
- Continuing to log career-best efforts in 2016, Lawrence delivered what remains his best effort at the PBR World Finals, going 3-for-6 to finish ninth at the season-culminating event.

2017-2018

- In 2017, Lawrence won his first event on the elite tour, in Thackerville, Oklahoma.
- Lawrence, however, was unable to seriously contend for a world title during a successful season after breaking his pelvis in April during the Tacoma, Washington, event, sidelining the North Dakota rider for more than 12 weeks.
- After a hot start to the 2018 season, finishing third in Oklahoma City in late January and fourth in Anaheim in early February, rising to No. 7 in the world, Lawrence's success began to taper.
- Following a fractured ankle, which sidelined him for two events in the first half, Lawrence struggled in the second-half. The veteran, however, managed to secure a spot at his sixth World Finals, concluding the year No. 26 in the world.
- During the 2018 season, Lawrence recorded his first 90-point ride on the premier series, and what remains the high score of his career, a 92.25-point score on Cochise in Oklahoma City, Oklahoma, on January 21. He was also selected to his first PBR Global Cup national team, competing for Team USA in Sydney, Australia.

2019-2021

- In 2019, Lawrence found himself in unfamiliar waters, treading dangerously close to the Unleash The Beast cutline during the first-half.
- Once again starting the season strong, finishing eighth at the season-launch Major in New York City, Lawrence became mired in a slump, skidding to No. 45 in the world entering his final guaranteed premier series event of the season.
- Lawrence, however, rose to the occasion. Finishing sixth in Little Rock, he was able to rise to No. 35, just within the threshold. Courtesy of two additional big performances the following month, a fourth-place finish in Tacoma and sixth-place result in Billings, Lawrence escaped the bubble, rising to No. 21.
- Firmly inside the Top 35 the remainder of the season, recording two additional Top 5 results, Lawrence returned to the World Finals, concluding 2019 No. 24 in the world.
- Also in 2019, Lawrence again returned to the PBR Global Cup, competing for the historic all Native American Team USA Wolves at the first edition of the event in the United States.
- In 2020, Lawrence recorded four Top 10 finishes on the premier series before finishing No. 29 in the world. Additionally, Lawrence again competed for Team USA Wolves at the second iteration of the PBR Global Cup in the United States.
- Following the 2020 season, Lawrence underwent reconstructive shoulder surgery, not returning to competition until June 2021. Making his season debut on the Touring Pro Division, Lawrence was electric, finishing sixth in Kalispell, Montana, en route to winning his second event of the year in Great Falls the very next day.
- Lawrence's return, however, was short lived. At his second Unleash The Beast event of the campaign in Tulsa, Oklahoma, fracturing his neck when he bucked off Dirty Sancho in 2.82 seconds.

#114 CHASE OUTLAW

Dubbed “The World’s Toughest Athlete,” by USA Today, Chase Outlaw is one of the preeminent talents within the PBR. Persisting through several injuries that would end the careers of many, Outlaw has been an annual World Championship contender, qualifying for the PBR World Finals eight times. With a given name made for bull riding, his irrepressible “Chase-isms,” and charitable ways, Outlaw is one of the most popular riders on tour.

 @OUTLAWCHASE

 @OUTLAW365

 @CHASEOUTLAW

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

**CAREER
STATS**

WORLD FINALS APPEARANCES

8

HOMETOWN

HAMBURG, ARKANSAS

RESIDENCE

HAMBURG, ARKANSAS

HEIGHT

5'6"

WEIGHT

150

BORN

6/24/92

RIDING HAND

LEFT

CAREER EARNINGS

\$1,790,815.63*

HIGH-MARKED RIDE

93.5 POINTS ON SMOOTH
WRECK IN CHEYENNE,
WYOMING, ON JULY 23, 2019



AWARDS

- TWO-TIME PENDLETON WHISKY VELOCITY TOUR FINALS EVENT WINNER (2016, 2018)
- 2019 PBR GLOBAL CUP USA TEAM USA EAGLES QUALIFIER
- 2016 PENDLETON WHISKY VELOCITY TOUR CHAMPION
- 2013 TOURING PRO DIVISION CHAMPION

JOURNEY TO THE PBR:

- When he was in second grade, Chase Outlaw’s teacher asked him to write himself a letter for when he grew up. Outlaw quickly penned that he wanted to be a bull rider, just like the cowboys he followed on television. He is now is now a top competitor with the PBR, qualifying for bull riding’s most prestigious event, the PBR World Finals, eight times
- Outlaw, whose family name would seem to have predestined him to be a bull-riding cowboy, was jumping on calves at the age of four and bulls by 13.
- When it comes to riding bulls, this five-time Arkansas state champion and stepbrother to fellow bull rider Reese Cates says his motto is “show up and get it done.”
- When not riding bulls, Outlaw likes to hunt, fish, drive his 4WD through the mud, and bring the mechanical bull he owns to family-friendly events. He also stays in shape by running, which includes chasing after his daughters Cashleigh and Chloe, and son Hayes.
- Outlaw is a favorite among Make-A-Wish kids at PBR events. He once shaved his head when a young girl who had been bullied and lost her hair due to the ensuing stress visited the locker room.
- When he retires from the PBR, Outlaw looks forward to sitting on his front porch and watching his cows.

CAREER IN REVIEW:**2011-2012**

- Chase Outlaw made his PBR debut in 2011, riding at three Touring Pro Division events. After finishing third in his debut in Bossier, Louisiana, Outlaw was quick to ride to victory, winning the Touring Pro event in Miami, Oklahoma at season's end.
- The very next season, in 2012, Outlaw made his elite Unleash The Beast debut, winning his first buckle at just his third event on the premier tour. Also qualifying for his first PBR World Finals that year, Outlaw has since established himself as a perennial World Championship contender, in addition to being both a fan and media favorite as one of the most animated and quotable athletes in sports.

2013-2017

- Throughout the subsequent seasons, Outlaw's stock continued to rise. After finishing No. 19 in the world in both 2013 and 2014, the Arkansas cowboy concluded 2015 ranked No. 30.
- In 2016, several shoulder injuries sidelined Outlaw most of the year. Returning to action in May, Outlaw's second-half dominance, alongside his Pendleton Whisky Velocity Tour Finals event win and tour Championship, propelled him back to the PBR World Finals where he was seventh.
- Outlaw concluded the year No. 14.
- In 2017, Outlaw was nothing short of electric, recording 10 rounds wins on the elite tour, including a victory at the 15/15 Bucking Battle in Sioux Falls, South Dakota, before ending the year a then career-best No. 6 in the world. He also finished seventh at the World Finals for a second consecutive year.

2018

- As Outlaw's quest for his first PBR World Championship continued, in 2018, his dream job, and life, were nearly taken away in a gruesome wreck at Cheyenne Frontier Days.
- Taking a horn to the face at the iconic Wyoming event, Outlaw sustained more than 30 facial fractures, requiring a marathon, 12-hour reconstructive surgery, where doctors placed 11 plates and 68 screws.
- While doctors said Outlaw may never compete again, he defied the odds. Outlaw returned to competition 75 days later, less than half the anticipated recovery time.
- Ranked No. 76 in the world when he returned at the elite tour event in Milwaukee, Wisconsin, Outlaw catapulted to No. 22 and rode his way into the 2018 PBR World Finals by earning 865 world points at five events.
- Outlaw's fast climb up the standings was backed by a runner-up finish in Nampa, Idaho at the final elite tour event of the season and win at the Pendleton Whisky Velocity Tour Finals, the second of his career.
- During his surge up the standings, Outlaw rode eight consecutive bulls, a streak which was snapped in the championship round of the Pendleton Whisky Velocity Tour Finals.
- Continuing his dominance, Outlaw went 5-for-6 at the World Finals, finishing a career-high third. He finished the year No. 16 in the world.

2019-2020

- In 2019, Outlaw set his sights on the PBR World Championship. Dubbed "The World's Toughest Athlete," by USA Today, he was one of four riders at the top leapfrogging one another in what was deemed the Race For The Ages.
- Winning four regular-season Unleash The Beast events, including an emotional victory in St. Louis at the event in memory of his late friend and fellow rider Mason Lowe, Outlaw dramatically topped the field at the Last Cowboy Standing, now part of Cheyenne Frontier Days, the very event where he career nearly ended one year prior.
- He held the world No. 1 ranking for three weeks during the season and entered the World Finals No. 3 in the world.

- While he went 4-for-6, going ride-for-ride with the two athletes ranked in front of him, Outlaw was unable to gain ground, finishing the season a career-high No. 3.
- In 2019 Outlaw also debuted at the PBR Global Cup, going 1-for-2 at the first-ever edition of the event in the United States and helping Team USA Eagles to a runner-up finish.
- At the conclusion of the 2019 season, Outlaw underwent reconstructive shoulder surgery which sidelined him until June 2020. However, after competing at just three events, Outlaw was relegated back to the sidelines in need of yet another shoulder surgery.
- Outlaw returned to competition in February 2021, however, after just four events he elected to undergo hip surgery, sidelining him from competition the remainder of the year, as he turned his focuses to 2022.

COLTEN JESSE

Don't be fooled by Colten Jesse's soft-spoken nature. Not only can the surging Oklahoman compete amongst the world's best bull riders on the elite Unleash The Beast, but he can also stun behind the microphone as a rising singer-songwriter.

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

WORLD FINALS APPEARANCES

3

HOMETOWN

KONAWA, OKLAHOMA

RESIDENCE

DAVIS, OKLAHOMA

HEIGHT

5'11"

WEIGHT

155

BORN

5/18/97

RIDING HAND

LEFT

CAREER EARNINGS

\$310,315.81*

HIGH-MARKED RIDE

92.25 POINTS ON SKY HARBOR
IN BISMARCK, NORTH DAKOTA,
ON AUGUST 8, 2020



AWARDS

- TWO-TIME PBR GLOBAL CUP
TEAM USA WOLVES QUALIFIER

JOURNEY TO THE PBR:

- A second-generation cowboy from the Potawatomi Nation, Colten Jesse's career began at the age of 3 when he climbed aboard his first four-legged opponent.
- Following in the footsteps of his father Todd, Jesse progressed through the ranks of sheep, calves, steers and junior bulls before making his professional debut in 2015 at the age of 18.
- Promptly purchasing both his PBR and PRCA cards, Jesse travelled in the company of fellow Okie Brennon Eldred as they worked to climb the world ranks.
- Outside of the arena, Jesse is a burgeoning country music singer-songwriter, touring across the United States, including performing at the 2021 PBR World Finals.

CAREER IN REVIEW:

2017

- In 2017 Colten Jesse made his PBR debut in August at the Pendleton Whisky Velocity Tour's event in Salinas, California.
- Three weeks later, Jesse recorded his first 8-second effort in PBR competition and won his first event, on the Velocity Tour in Allentown, Pennsylvania, qualifying him to debut on the elite tour the very next weekend in Uniondale, New York.

- After making one additional appearance on the premier Unleash The Beast in 2017, Jesse concluded the year No. 64 in the world.

2018

- In 2018, Jesse became a mainstay on the elite Unleash The Beast.
- Earning another Pendleton Whisky Velocity Tour event win, this time in Grand Rapids, Michigan in February, Jesse returned to the premier series later that month.
- The Oklahoman had a breakthrough performance at his third Unleash The Beast event of the 2018 season, finishing 10th at the Iron Cowboy Major event, solidifying his place on tour in early Spring.
- Fast forward to August 2018, and yet another crucial performance at a Major helped Jesse all but punch his ticket to the first World Finals of his career when he finished third at the Music City Knockout in Nashville.
- A top contender for the season's Rookie of the Year title, Jesse concluded the year No. 22 in the world after finishing 24th at the 2018 PBR World Finals.

2019

- After a meteoric rise in 2018, Jesse was poised to gain more ground in 2019.
- In February, Jesse who is from the Potawatomi Nation, competed as a member of the all-Native American Team USA Wolves at the inaugural PBR Global Cup USA, helping the Wolves to a third-place finish.
- The very next weekend, the Oklahoma cowboy finished second at the Mason Lowe Memorial in St. Louis marking his then career-best finish on the elite tour.
- His season, however, came to a crashing halt when he sustained a shoulder injury at the Ty Murray Invitational in Albuquerque in May. He was sidelined the remainder of the regular-season after undergoing surgery.
- The resilient cowboy, however, returned in 2019, competing at the World Finals as an alternate. He finished the season No. 41 in the world.

2020-2021

- While Jesse once again battled injury throughout 2020, he had a breakthrough season, reaching several career milestones.
- As the season got underway, the Oklahoman quickly emerged as a World Championship contender, finishing inside the Top 10 at two of the first three Unleash The Beast events, including a seventh-place finish at the season-launch Major in New York City.
- In February, Jesse won his career first 15/15 Bucking Battle in Kansas City, Missouri compliments of an 89.5-point score on Lil 2 Train.
- Two short months later, as the league championed the return of professional sports in late April following the onset of the COVID-19 pandemic, Jesse delivered his first 90-point ride on the premier series in Guthrie, Oklahoma, marked 90.25 points on Cool Customer.
- Jesse's career-firsts continued in August when the poised cowboy won his first-ever Unleash The Beast event in Bismarck, North Dakota, compliments of a perfect 3-for-3 performance. En route to the win, Jesse also recorded the high-marked ride of his career, a 92.25-point score on Sky Harbor in the event's championship round.
- Battling a hip injury throughout the remainder of the year, Jesse finished the season qualifying for his third PBR World Finals and finishing a career-best No. 14 in the world.
- Following the 2020 PBR World Finals, Jesse underwent hip surgery, and his ensuing recovery kept him out of competition for the entire 2021 campaign.