

# Entertainment with an Attitude!



Welcome to the 2021 Gooding Pro Rodeo and Xtreme Bulls! 2021 will be the 96th year of this annual celebration, with the first held on the old Calvary Parade Grounds in Gooding in 1925. Over the years the rodeo has grown from a little “Home Town” celebration into one of the top PRCA rodeos in the Nation! Gooding Pro Rodeo has been recognized with National Awards over the last several years including 2020 top 5 Large Rodeo of the Year (Nationwide) for both the PRCA and the WPRA along with winning the 2020 Justin Best Footing Award for the excellence in their arena preparation. In 2018 Gooding was also awarded the Polaris “Remuda Award”, This award is given to one rodeo committee and one Stock Contractor each year for having the best set of bucking horses for the cowboys to compete on. An interesting note 3 out the last 4 years the Remuda Award has been given to someone involved with the Gooding Pro Rodeo , the Korkow Rodeo Company in 2017, the Gooding Pro Rodeo in 2018 and just this last December the Summit Pro Rodeo Company received this award for 2020.

Not to rest upon our laurels the 2021 Gooding Pro Rodeo is planning to even more fast paced entertainment for our fans. Everything kicks off Wednesday, August 18th with the Beauty and the Beast Xtreme Bulls and Breakaway roping, followed Thursday—Saturday with the best in PRCA Tour rodeo action and Chute 7 entertainment. Multi-times NFR barrelman John Harrison will be making his debut at the Gooding Pro Rodeo in 2021 along with the top Stock of Summit, Korkow and Northcott/Macza Pro Rodeo Companies. 2 times Sound Person of the Year Jill’s Sound, Steve Kenyon and the rest of the crew will once again return to give you the best in rodeo entertainment.

Sponsors of the Gooding Pro Rodeo will not only get their message out to the locals but also to the Nation and the world. During the 2020 rodeo, Gooding was broadcast live and viewed in 32 countries and throughout the nation on the Wrangler Network. Wrangler will again broadcast Gooding live in 2021 and we are already making more improvements and adding additional cameras to make 2021 even better for our fans who cannot attend in person.

The awards and accolades would mean nothing if we could not bring the very best in western entertainment to our fans and sponsors. It is hard to describe to a newcomer the energy that is created at each and every performance of the Gooding Pro Rodeo. At no other rodeo will you find the World All-Around Champion grab a flag horse and ride bareback with just a halter for his victory lap or find the top rider of the night climbing the fence after his ride and having a cold Coors with the Beer Worthy Girls. In Gooding it is just another fun night at the office.