



CANADIAN PROFESSIONAL RODEO ASSOCIATION

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For immediate release

New Pro Rodeo Canada Partner Comes On Board

The CPRA and Buckle Vodka are proud to announce that they will be extending and expanding their existing partnership for the 2023 Canadian Rodeo season. Buckle and Bulls Brands (Buckle) joined the CPRA last fall as the presenting partner of the CFR Committee Convention. The organization was also a supporter of the Ladies of Canadian Pro Rodeo Fashion Show and the Miss Rodeo Canada pageant.



“We’re excited that together, Buckle and Pro Rodeo Canada have created a partnership for the Award Winning Buckle Vodka to become the Official Vodka of the CPRA for the next three years,” CPRA General Manager Denny Phipps notes. “Buckle is an Alberta company that shares the CPRA's dedication to the Western Lifestyle and vision of growing the sport of Rodeo here in western Canada and beyond, making this partnership really exciting both now and into the future.”

The CPRA logo will be featured on every bottle of designated ‘Pro Rodeo Canada’ Buckle Vodka. “We’re passionate about celebrating the spirit of Country life,” Buckle says. “And this relationship is a great way to promote professional rodeo and support an exciting home-grown Canadian business along the way.”

Buckle Vodka works with bars, restaurants, private clubs, tourist attractions, events, hotels, convention centres, casinos, golf courses and liquor stores. Buckle supports music, rodeo, charities, first responders and the tourism industry and has partnered with such groups as the Calgary Stampede and Explore Edmonton.

About Buckle Vodka

Buckle Vodka was created to fill a need in the marketplace for a reasonably priced vodka that celebrates western heritage and country lifestyle. Buckle Vodka offers premium taste at well prices. Crafted from the finest column distilled prairie wheat, and distilled in Calgary, the highly polished spirit provides a smooth, neutral base for all cocktail needs. The group’s “craft” status allows for a lower tax rate than many larger companies can offer, which is passed directly on to consumers and partners.

For more information:

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About Pro Rodeo Canada

The Canadian Professional Rodeo Association (CPRA) with headquarters in Airdrie, Alberta is the official sanctioning body for Professional Rodeo in Canada. The CPRA approves 55 events annually with a total payout exceeding \$5.7 million. The organization oversees the SMS Equipment Pro Tour Finals each fall in Armstrong, BC, holds their premiere event - the Canadian Finals Rodeo (CFR) - at Westerner Park in Red Deer, AB in early November and endorses the Maple Leaf Circuit Finals as part of Canadian Western Agribition in Regina, SK. Follow the CPRA on Twitter @prorodeocanada and Instagram @prorodeocanadaofficial, 'Like' Canadian Professional Rodeo Association on Facebook or online at RodeoCanada.com.

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