



PROFESSIONAL BULL RIDERS



MEDIA RELEASE

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PBR CHALLENGER SERIES COOYAR
COOYAR, QLD
FEBRUARY 21, 2009

Toughest Sport On Dirt Ignites The Cooyar Show

Australia's most exhilarating sport, the bone-shattering world of professional bull riding, will ignite southern Queensland on Saturday, February 21 with the *Professional Bull Riders (PBR) Challenger Series Cooyar* extravaganza.

Held in conjunction with the 60th Annual Cooyar Show, the *PBR Challenger Series Cooyar* will pit Australia's hottest bull-riders against the nation's nastiest bovines in three hours of no-hold-barred exhilaration.

Current PBR Australia series leader, the teen sensation Cody Heffernan from Singleton, New South Wales, will head a star-studded line-up of the nation's bravest athletes.

Nineteen-year-old Heffernan, who finished the 2008 calendar year with a sensational new year's eve victory against Australia's best bull riders in the *Bundaberg Rum PBR Touring Pro Rockhampton*, will arrive in Cooyar desperate to continue his golden form.

Hot on the heels of young Heffernan is experienced Queenslander, Matt Postle from Mundubbera. Twenty-four year-old, Postle has been a competitive bull-rider since the age of seventeen and brings a wealth of knowledge to Cooyar. Postle will be fully aware that two qualified eight-second rides at the Cooyar Show Grounds could propel him to the top of the PBR Australia points table.

Standing between these cowboys and a slice of the \$5000 prize money is a pen of the rankest bulls southern Queensland can muster. The leader of the pack is 2006 PBR Rookie Bull of the Year, Titanic, from the Paul Barron stable. At the best part of a ton, Titanic is one huge parcel of explosive power.

With Australia's meanest beasts, toughest sportsmen and the edge-of-your-seat excitement of a PBR event, the *Professional Bull Riders Challenger Series Cooyar* is one bull-ride not to be missed. This is not a rodeo – this is the one and only PBR.



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PBR Challenger Series Cooyar

Cooyar Show Grounds,

Saturday, February 21

Bull Riding action from 6.00pm

Tickets available at the gate

Adults \$15, School 12-14 years \$10, Under 12 Free

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ABOUT PBR AUSTRALIA

Professional Bull Riders, Inc. (**PBR**) was founded in 1992 by 20 accomplished bull riders who decided to develop bull riding – the most popular event in traditional rodeo – into a stand-alone sport. Today more than 1,200 bull riders hold PBR memberships and compete in more than 300 PBR sanctioned competitions around the globe for a total prize pool exceeding US\$13 million.

In November 2005, PBR announced their plans for worldwide expansion. Since then, PBR has opened offices in Canada, Mexico, Australia and Brazil and is rolling out major live events in key cities in each of these countries.

PBR Australia was established a partnership between the PBR and Dainty Consolidated Entertainment (one of Australia's major concert promoters) and immediately set about staging major bull riding events in key cities in Australia and New Zealand – kicking off with the inaugural PBR World Cup on the Gold Coast in 2007.

Due to the high demand for more bull riding across Australia, PBR has now established the PBR Challenger Series as a feeder into the Australian premier league of bull riding – the Bundaberg Rum PBR Touring Pro. Prize money won at these events will allow riders to qualify for PBR Cup Events in Australia, and to the annual PBR World Finals in Las Vegas. So the Professional Bull Riders offer a genuine pathway for Australian bull riders to earn substantial prize money in Australia and to compete on the world stage.