

For Immediate Release  
Contact: Leigh Ann Schroeder  
940.902.1112  
[leighann@theshortround.com](mailto:leighann@theshortround.com)  
photo credit: Todd Brewer



## **Championship Bull Riding “Bucking on the Rio Grande” in Rio Rancho**

### ***No. 1 Ranked Champion Bull Riders to Join Tuff Hedeman at the Santa Ana Star Center***

Rio Rancho, NM - November 16, 2015 – The top ranked professional championship bull riders in the world, two time CBR and PRCA World Champions Sage Steele Kimzey and Cody Teel are set to ride in Rio Rancho, NM. On January 30, 2016, at the Santa Ana Star Center, bull riding fans will have the rare opportunity to see these extraordinary cowboy athletes who set records at both CBR and the Professional Rodeo Cowboy Association. “Kimzey is a rare talent who rides fundamentally flawless and Teel has the heart and determination of a champion each and every time he pulls his rope,” said Tuff Hedeman, the 4 time World Champion bull rider who now produces the nationally televised Mahindra Road to Cheyenne Tour events.

With 30 years of bull riding history on his resume, Tuff Hedeman is one of the most recognizable cowboys in the history of rodeo, but he defers to the young super stars that are currently the CBR and PRCA World Champions and the best bull riding talent he has seen in over 15 years.

The former 4 time world titled Hedeman, who in recent years has made a name for himself in the production of great bull riding events, will serve as the “chute boss” and television commentator. Come early and enjoy the music and the concourse will be open with great shopping, products and autograph opportunities featuring the CBR Bull Riders.

This year’s event is the eighth stop on Championship Bull Riding’s (CBR) Mahindra Road to Cheyenne Tour which pits the industry’s elite riders against the best bulls in a three round tournament style action. Doors open at 6:30 and action gets underway at 8:00 p.m.

There are no guarantees in bull riding; the only way for cowboys to earn a paycheck is to ride better than the rest of the 24-man field. The field of competition which starts with 24 riders, then 12 and finally 4 in the Shoot Out where they will battle for the lion’s share of \$30,000 in prize



money. The night's excitement will culminate as the final four bull riders will get a third opportunity to ride in a winner take all ending. The format appeals to new spectators and established fans alike because riders can challenge as many as three bulls in one performance.

In addition to lucrative prize money, bull riders accumulate points which qualify them for the World Finals, part of the legendary Cheyenne Frontier Days celebration held in Wyoming next July. At the end of the World Finals, the contestant who has the most points will be crowned the world champion and receive a \$100,000 bonus.

The Santa Ana Star Center venue presenting Championship Bull Riding will also feature the "other side of the ride", CBR's Million Dollar Bull Team Challenge. Bull owners from all around the country will bring three bulls that are featured during the first two rounds of competition. The bulls are competing for points based on their performance in the arena. Additionally, the time the bull rider stays on is added to the bull's score. At the end of the night, the owner with the three highest-scoring bulls will receive \$20,000.

CBR has become known for their action-packed performances that keep fans on the edge of their seats and in Rio Rancho, NM this year is set to impress. From having great bulls matched up with super star riders, to upbeat music and enthusiastic fans there is something for everyone at the Rio Rancho, NM event.

Activities begin on January 30, 2016 and bull riders will also be live at the Santa Ana Star Center prior to the event at 7:00pm for fans to stop and get an autograph as well as the conclusion of the performance. Advance tickets are available at 10:00 a.m. Friday, November 20 by calling 888.694.4849, visiting [www.SantaAnaStarCenter.com](http://www.SantaAnaStarCenter.com), or in person at the Don Chalmers Ford Box Office or Santa Ana Star Casino Players Club. Fans can sign up for the Santa Ana Star Center VIP Club e-newsletter at [www.SantaAnaStarCenter.com](http://www.SantaAnaStarCenter.com) for a special venue pre-sale beginning 10:00 a.m. Wednesday, November 18 to 10:00 p.m. Thursday, November 19. Prices start at \$24.75 with a variety of options available.

**WEBSITES:** [cbrbull.com](http://cbrbull.com); [www.SantaAnaStarCenter.com](http://www.SantaAnaStarCenter.com)

**Event Location:** Santa Ana Star Center; 3001 Civic Center Circle NE; Rio Rancho, NM 87144

**For interviews, press credentials and more information please contact Leigh Ann Schroeder at 940.902.1112 or [leighann@theshortround.com](mailto:leighann@theshortround.com)**

***About Championship Bull Riding –***

Located in Weatherford, Texas, Championship Bull Riding (CBR) is an organization dedicated to promoting and preserving the very best elements of the sport. Under the direction of bull riding icon Tuff Hedeman, CBR has grown into an organization that works to put the best riders on the best bulls, delivering world-class qualified rides. Bull riders start in the Horizon Series earning points to move onto the elite Mahindra Road to Cheyenne Tour. The Mahindra Road to Cheyenne Tour culminates in July in Wyoming at the legendary Cheyenne Frontier Days where the world champion earns a \$100,000 bonus. The CBR Bull Team



Challenge is also part of the tour events where stock contractors bring their best bulls and compete for annual cash prizes that total over \$1 million. Providing opportunities for contestants, stock contractors, fans and sponsors is why CBR is the REAL COWBOY SPORT™. CBR is featured at over 70 venues across the United States with national television programming on the Fox Sports Networks for 26 consecutive weeks in prime time. For more information visit [www.cbrbull.com](http://www.cbrbull.com) or call 817-626-BULL (2855).

**ABOUT SPECTRA BY COMCAST SPECTACOR**

Spectra by Comcast Spectacor is the expert in hosting and entertainment, partnering with over 300 clients at 400 global properties to create memorable experiences for millions of visitors every year. Spectra's expertise is embodied within three main divisions: Venue Management (formerly Global Spectrum), Food Services & Hospitality (formerly Ovations Food Services), and Ticketing & Fan Engagement (formerly Paciolan). Learn more at [SpectraExperiences.com](http://SpectraExperiences.com).

Comcast Spectacor is part of Comcast Corporation, a Fortune 50 media and technology company that operates Comcast Cable and NBCUniversal. Headquartered in Philadelphia, Pa., Comcast Spectacor also owns and operates the National Hockey League's Philadelphia Flyers and the Wells Fargo Center venue. Visit us at [ComcastSpectacor.com](http://ComcastSpectacor.com), [PhiladelphiaFlyers.com](http://PhiladelphiaFlyers.com) and [WellsFargoCenterPhilly.com](http://WellsFargoCenterPhilly.com) for more information.

###

**Contact:**

Zack Orr  
Santa Ana Star Center  
Director of Marketing  
(505) 891.7302  
[zorr@santaanastarcenter.com](mailto:zorr@santaanastarcenter.com)