



CANADIAN COWBOYS ASSOCIATION

THE ASSOCIATION OF CHOICE

Press Release
March 21, 2019

FOR RELEASE IMMEDIATELY

Regina, SK-

Canadian Cowboys Association:

Riding High into 2019

The Canadian Cowboys Association (CCA) started sanctioning rodeos in 1963 as a non-profit organization dedicated to promoting the sport of rodeo to



new members, the public and the sports media. Having started with 15 sanctioned rodeos, the association continues to expand with 57 seasonal rodeos to be confirmed in 2019. It is estimated that in Canada the sport of rodeo is attended by more than 1.3 million people nationwide, with the CCA recording over 200,000 attendees throughout Saskatchewan, Alberta and Manitoba and the Year-End Finals Rodeo being to be held October 16 – 19 in Swift Current, SK.

Annually, the CCA sanctions more rodeos than any other association, pro or semi-pro, in Canada. The CCA continues to offer the next generation of rodeo competitors a place to compete and prepare for their move to the professional arena. Spectators have the opportunity to witness the exciting action of the genuine cowboy being tested on their wrangling skills and horsemanship. Events include calf roping, bareback riding, saddle bronc riding, bull riding, steer wrestling, team roping, barrel racing, novice and junior events.

The Canadian Cowboys Association office is located in Regina, Saskatchewan. A number of employees administer the association's business and the central entry system for all CCA sanctioned rodeos. The Board of Directors consists of competing members, judges, stock contractors, and committee personnel with the following being inducted at the annual general meeting held during the Finals Rodeo in October:

President: Robin Poirier (Fir Mountain, SK)

Vice President: Brady Bertram (Maple Creek, SK)

Directors at Large: Curtis Marcenko (Rockglen, SK)

Kevin Grad (Vibank, SK)

Directors: Robert Schmidt (Yellowgrass, SK)

Blade Young (Tyvan, SK)

Uli Cartman (Swift Current, SK)
 Committee Rep: James Klassen (Herbert, SK)
 Ben Switzer (Swift Current, SK)
 Saddle Bronc Director: Adam Gilchrist (Maple Creek, SK)
 Bareback Director: Monty Koopman (Consul, SK)
 Tie Down Roping Director: Shawn Williamson (Mankota, SK)
 Team Roping Director: Scott McLeod (Waldeck, SK)
 Bull Riding Director: Ronny Delarue (Whitewood, SK)
 Steer Wrestling Director: Riley Hayes (Val Marie, SK)
 Ladies Barrel Racing Director: Alex Hanson (Medicine Hat, AB)
 Stock Contractor Rep: Carl Barrett (Regina, SK)

Office Staff

Office Manager: Debbie Grant
 Office Admin: Myrna Hunter, Vickie Stevens
 Partnership Marketing: Lenora Bells

The CCA continues to present the best of family rodeo entertainment while preserving the ranching culture and western heritage. In many communities the rodeo serves as a once-a-year celebration often including pancake breakfasts, parades, and cabarets.

Strong attendance and business sponsors continue to support the growth of the Canadian Cowboys Association. Do we have sponsorship available? Always. The Canadian Cowboys Association Rodeo is ever expanding, each year adding new events and opportunities for the right kind of advertising exposure.

The 2019 CCA Rodeo Season has already been started with a Manitoba rodeo last October, and a New Year's Eve Rodeo on Dec. 31 in Brooks, Alberta.

You are almost guaranteed that at some point to be in the vicinity of some of the best in rodeo family entertainment. Check out the [CCA Rodeo schedule](#) on our website or in our monthly newspaper, *Rodeo News*.

See you at the rodeo!

For further information Contact:

Lenora Bells

Canadian Cowboys Association

Partnership Marketing
 Box 1027, Regina, SK S4P 3B2
 306-281-6036 (Cell)
 306-721-2711 (office)
 306-721-2701 (Fax)
Lenora.bells@gmail.com

About the Canadian Cowboys Association

The Canadian Cowboys Association is a non-profit organization with a mandate to lead the sport of rodeo with purpose, integrity and an inclusive, holistic view of our partners in all we do. The CCA will promote the sport of rodeo

through innovation, people and top-quality entertainment events. Values include: rich, colourful heritage of the sport of rodeo, tradition of a generational family-based rodeo community, youth within our sport, our association and our communities and loyal to those around us who share our passion and dedication to the preservation and promotion of our sport. On an annual basis our rodeo events purchase over 1,000,000 dollars worth of goods and services, utilize more than 500 volunteer hours and attract over 200,000 people annually to the 57 CCA sanctioned rodeo events.

(2019-01)

**The Canadian
Cowboy
Association
Board of
Directors:**



Back row left to right

James Klassen, Blade Young, Brady Bertram, Robert Schmidt, Shawn Williamson, Kevin Grad, Ben Switzer, Adam Gilchrist

Front row left to right: Alex Hanson, Riley Hayes, Carl Barrett, Robin Poirier, Scott Mcleod

Missing: Ronny Delarue, Curtis Marcenko, Uli Cartman and Monty Koopman



-

Lewisimages - Randy Lewis