



News Release

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For Immediate Release

The Professional Bull Riders to buck at Yakima BlueDEF Velocity event

Tickets on sale soon for February 13-14 event

PUEBLO, Colo. – The Professional Bull Riders announced that the Yakima Valley SunDome will be the host for the BlueDEF Velocity event on February 13-14.

For two nights, the best up and coming bull riders in the world will face foes nearly 10 times their weight during the most thrilling 8 seconds in sports. Each rider will face one bull in Round 1 and then the Top 10 scoring riders of the night will come back for one more ride in the championship round. At the end of the competition on Saturday, the rider with the highest combined score will be crowned the champion.

The action begins at 8 p.m. PT on Friday, February 13 and 7 p.m. on Saturday, February 14.

Tickets, ranging in price from \$15 to \$75, go on sale Friday, Nov. 21 to the general public and are available at the State Fair Park Box Office, all TicketsWest Outlets, online at www.ticketwest.com or charge-by-phone at 1-800-325-SEAT (7328). Tickets are subject to a service charge.

Yakima will be the 10th stop on the 2015 Blue DEF Velocity Tour. The tour kicked off in Clovis, New Mexico, on Oct. 31-Nov. 1 and will make stops in cities such as San Diego, California, Bakersfield, California, Hampton, Virginia, Wichita, Kansas, and Omaha, Nebraska this season.

Select events will be broadcast on [PBR LIVE](#), a CBS Interactive digital broadcast platform. PBR LIVE is a partnership between the PBR and CBS Interactive, offering more than 100 digital broadcasts annually. The Blue DEF Velocity Tour broadcasts on PBR LIVE represent the first time that PBR fans will be able to view a regular schedule of non-BFTS events, a long-standing request from PBR's passionate fans.

The PBR's BlueDEF Velocity Tour is a collaboration between the PBR and AEG, the leading sports, entertainment and venue operator in the world, which offers established and up-and-coming bull riders the opportunity to gain the valuable points needed to qualify for the PBR's elite Built Ford Tough Series.

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About the Professional Bull Riders, Inc. (PBR)

The premier bull riding organization in the world began as a dream of 20 bull riders 23 years ago and is now a global sports phenomenon. PBR broadcasts reach more than half a billion households in 50 nations and territories around the world, and more than 2.5 million fans attend live events each year. The PBR features the Top 35 bull riders in the world and the top bulls in the business. Three circuits, the televised Built Ford Tough Series, the BlueDEF Velocity Tour and the Touring Pro Division have paid more than \$140 million in earnings to its athletes. Twenty-seven men have earned more than \$1 million, including three-time world champion Silvano Alves who, in just 54 months, won more than \$5.2 million to become the richest Western athlete in history. 2013 World Champion J.B. Mauney and two-time World Champion Justin McBride have also surpassed \$5.1 million in winnings. For more information on the PBR, go to PBR.com, or follow on Facebook at Facebook.com/PBR, Twitter at Twitter.com/PBR, and YouTube at YouTube.com/PBR.