



News Release

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For Immediate Release

The Professional Bull Riders to buck at Yakima BlueDEF Tour event

Tickets on sale soon for January 23 event

PUEBLO, Colo. – Get ready Yakima! The Professional Bull Riders announced that the Yakima Valley SunDome will be the host for the BlueDEF Tour event on Saturday, January 23.

For one night only, the best up and coming bull riders in the world will be battling the fiercest bovine athletes the sport has to offer, who weigh nearly 2,000 pounds each, more than 10 times their cowboy counterparts. The thrilling 8-second rides and heart-stopping wrecks are sure to leave fans on the edge of their seats in anticipation and excitement.

The bull riding action begins at 7 p.m. PT. Tickets, ranging in price from \$15 to \$75, go on sale Friday, October 23 to the general public and are available at the State Fair Park Box Office, all TicketsWest outlets, online at www.ticketwest.com, and by phone at 800-325-SEAT(7328).

New to the event this year are PBR Elite Seats. This \$75 ticket includes premium seating and a 60 minute pre event tour on the dirt and behind the scenes that will give fans a chance to see the toughest sport on dirt up-close and personal.

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, the rider with the highest combined score will be crowned the champion.

Yakima will be the 8th stop on the 2016 BlueDEF Tour. The tour will make stops in cities such as Bakersfield, California; Wichita, Kansas; Portland, Oregon; and Omaha, Nebraska this year. The BlueDEF Tour Finals will take place two weeks prior to the PBR World Finals and offer a total purse of \$100,000.

The overall winner of the BDT season will be the rider who earns the most world points at the BDT level. He will receive \$50,000 and qualify to compete at the PBR Built Ford Tough World Finals.

Visit PBR LIVE for details about watching online streams of the 2016 BlueDEF Tour season.

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About the Professional Bull Riders, Inc. (PBR)

The world's premier bull riding organization 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 40 nations and territories around the world, and more than 3 million fans attend live events each year. On its elite Built Ford Tough Series, the PBR features the Top 35 bull riders in the world and the top bulls in the business. The televised Built Ford Tough Series, the BlueDEF Tour, the Touring Pro Division and the PBR's international circuits in Australia, Brazil, Canada and Mexico 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 bull rider in history. In May 2015, PBR was acquired by WME | IMG, the global leader in sports, entertainment, media and fashion. 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.