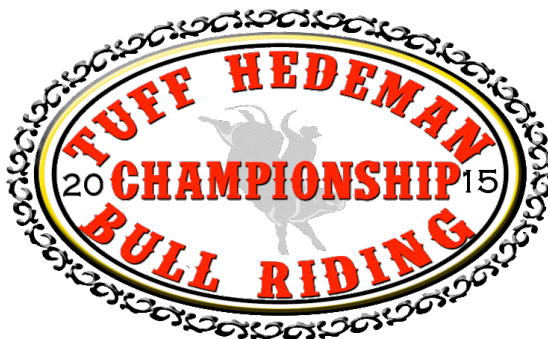


PRESS RELEASE
For Immediate Release



Media Contact: Adeline Rogers
Rave Marketing & Events, LLC
Phone: 915.544.9000
adeline@ravemarketing.com

Tuff Hedeman & Championship Bull Riding Celebrating 10 years in El Paso February 7, 2015! Bull Riding Phenom Sage Kimzey Slated to Ride!

El Paso, Texas (January 12, 2015) – Bull Riding Icon, El Paso native, Tuff Hedeman, and Championship Bull Riding (CBR) will return to El Paso for the 10th year, Saturday, February 7th, 2015. Tickets are on sale now for the CASA Ford Tuff Hedeman Championship Bull Riding Presented by the Casino at Sunland Park Racetrack.

Tuff Hedeman and the CBR have been selling out the El Paso County Coliseum for 10 years and this year even bigger plans are underway for a great show.

"El Paso is my hometown and I want to thank all my fans for supporting me all these years, so we have some fun things in the works. I think everyone will love the show," stated Hedeman.

Tuff will not only bring the best bulls in the world but the best cowboys including the 20 year old phenomenon Sage Kimzey. Kimzey not only walked away with the 2014 CBR World Championship, but he was also crowned the 2014 PRCA World Champion after winning four rounds at the WNFR in December. He was also the average winner and the 2014 PRCA Rookie of the year.

The El Paso show is part of the CBR "Road to Cheyenne Tour" and all points earned during the three rounds of competition go towards the final World Champion standings and will determine the next World Champion.

Tickets on sale at www.Ticketmaster.com or by calling (800) 745-3000. \$15-\$75! This is an annual SELL-OUT show, get your tickets NOW!

More event information can be found at CBRBull.com.



**The REAL
Cowboy Sport™**

About CBR

Led by bull riding icon, **Tuff Hedeman**, Championship Bull Riding, Inc. (CBR) is a nationwide, professional bull riding organization. The CBR Tour events are professionally produced live shows designed to be an adrenaline rush the whole family will enjoy. CBR is broadcast primetime, nationwide, on FOX SPORTS NETWORK (FSN) with over 26 weeks of gripping, television seen by more than 14 million viewers annually. Combined with its subsidiary tour, the Horizon Series, CBR will visit over 70 venues throughout the United States reaching more than 250,000 fans in live attendance this year. CBR is the home of THE REAL COWBOY SPORT™ - the best bull

riders and bulls in the world. We are committed to the riders, the fans, corporate sponsors, and all those involved in the professional bull riding industry. For more information on CBR, please visit www.CBRbull.com or call us today at 817.626.BULL (2855).