



Madison PBR Invitational

January 9th & 10th

Alliant Energy Center

Madison, WI

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FOR IMMEDIATE RELEASE

PBR Bucks Into Wisconsin

(Madison WI) – The cowboys and bucking bulls of the Professional Bull Riders Inc. will be bucking into Madison, WI on January 9th and 10th for the Madison PBR Invitational event. Each night 35 PBR cowboys from across the world will be competing against the world's rankest bucking bulls, all in hopes to qualify to become the next PBR World Champion and earn their chance at one million dollars.

This is a rare opportunity for Wisconsin rodeo and bull riding fans to have an opportunity to watch PBR action in their great state. **BUT** this is not a rodeo, spectators will enjoy an action packed rock-n-roll type atmosphere, including pyrotechnics and entertainment for the entire family to enjoy. Tickets start at just \$20 and all kids' tickets are half price. Advance tickets can be purchased at www.ticketmaster.com or call the Alliant Energy Center Box Office at 608-267-3995.

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About the PBR:

This is not a rodeo. We don't rope calves, and we don't chase barrels. This is bull riding, and the first rule is just to stay alive.

Headquartered in Colo., the Professional Bull Riders, Inc. was created in 1992 when a group of 20 visionary bull riders broke away from the traditional rodeo scene seeking mainstream attention for the sport of professional bull riding. They felt that, as the most popular event at a rodeo, bull riding deserved to be in the limelight and could easily stand alone. Each rider invested a hard-earned \$1,000, a few of them borrowing from family and friends, to start the PBR.

In early 2007, Spire Capital Partners finalized a deal with the PBR Board of Directors to acquire the interests of many of the retired founding riders and invest in the growth of the organization. Those first 20 bull riders had turned their \$1,000 into millions. Owned today by 44 cowboys, management and Spire Capital, the PBR continues to establish milestones in organizational revenue, bull rider earnings, record breaking performances, and media attention. It still relishes the title of being the fastest growing sport in the country. More than 1,200 bull riders from the U.S., Australia, Brazil, Canada, and Mexico hold PBR memberships. They compete in more than 300 bull riding events per year on either the elite tour, which is the Built Ford Tough Series, the Touring Pro Division, or the PBR International circuits (PBR Australia, PBR Brazil, PBR Canada and PBR Mexico). The ultimate goal for PBR athletes each year is to qualify for the prestigious PBR World Finals in Las Vegas where the coveted title of PBR World Champion is decided.

The combination of raw sport and quality entertainment has propelled the PBR to strong growth in live attendance as well. In 1995, 310,000 fans attended PBR events across the nation. Today the PBR attracts over 1.5 million live event attendees each year with its multi-tiered event structure. Professional bull riding is a fierce, rough, and grueling sport with roots deeply imbedded in American culture. It's America's original extreme sport.

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