



PRESS RELEASE

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OAKLEY RODEO CREATES HIGH-STAKES OPPORTUNITIES FOR RODEO ATHLETES & FANS THROUGH A NEW PARTNERSHIP

OAKLEY RODEO has partnered with the Days of '47 Cowboy Games & Rodeo to create a first-of-its-kind rodeo competition that is set to revolutionize the sport.

The 2017 Oakley Rodeo, happening JUNE 30th, JULY 1st, 3rd and 4th in Oakley Utah is excited to announce it has chosen to be an Official Trial Event for the Days of '47 Cowboy Games & Rodeo. This partnership will bring rodeo to a new level through a first-of-its-kind formatted competition. Competitors from the Oakley Rodeo will have an opportunity to gain qualification points in order to compete for a share of the \$1 million in cash and prizes—including a gold medal—at the Cowboy Games in July in Salt Lake City Utah.

“This exciting, new format will bring a fresh approach to the sport, and greater financial prospects to the rodeo athletes. Through the trial event process, competitors from smaller rodeos across the nation are afforded a unique chance to be a part of history. The Cowboy Games will give the fans an opportunity to be more engaged, and will bring widespread national exposure to the sport,” says Dan Shaw, CEO of the Days of '47 Cowboy Games & Rodeo.

The inaugural Komatsu Equipment Days of '47 Cowboy Games & Rodeo, presented by Zions Bank, will be held at the newly completed Days of '47 Arena at State Fair Park—a \$16-million, 10,000-seat, state-of-the-art stadium in the heart of Salt Lake City, Utah. The best of the best rodeo athletes will compete during the Days of '47 celebrations, with semi-final performances on July 19-22 and the Gold Medal Round on July 24, testing their skills in bareback riding, saddle bronc riding, bull riding, barrel racing, team roping, steer wrestling and tie-down roping.

Competitors earn the opportunity to compete in the Days of '47 Cowboy Games semi-finals in a number of ways. The top 10 contestants in the Professional Rodeo Cowboys Association (PRCA) and Women's Professional Rodeo Association (WPRA) World Standings, the leaders from each of the 12 national PRCA/WPRA circuits and the leading Rookie of the Year in each discipline, as of July 5th will qualify, along with the winners from the 2017 Ram National Circuit Finals Rodeo (RNCFR). These qualifiers will be split into three groups of eight and compete in one of the first three performances. The remaining eight (8) contestants in each event will be qualified by the Days of '47 Cowboy Games & Rodeo with up to five coming from the Trial Event points. The July 24 Gold Medal Round of the Cowboy Games & Rodeo will be televised on CBS Sports Network. The \$1 M purse will mark the largest 2017 regular season rodeo and will count toward PRCA and WPRA world standings that determine qualifiers to the Wrangler NFR and the eventual world championship.

The Komatsu Equipment Days of '47 Cowboy Games & Rodeo presented by Zions Bank is a private, nonprofit, volunteer, charitable organization, whose mission is to advance Western lifestyle, promote the pioneer spirit that has been an integral part of Utah's heritage, and educate Utah's kids. For more information, visit daysof47cowboygames.com.

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