



CBR Returns to Kansas City for Tour Finale

Fort Worth, Texas (April 22, 2009) ~ Championship Bull Riding (CBR) announced the final stop of the 2009 Ride It Out Tour, presented by Mahindra Tractors. The Carter Energy CBR 2009 Tour Finals presented by Mahindra will be held during the **American Royal at Kemper Arena in Kansas City, October 30 (7:30 pm) and November 1, 2009 (2:00 pm)**. The 2009 CBR World Champion will be crowned at this season Finale. CBR's top 40 riders in the world are invited to the 2009 Tour Finale to compete for a total purse over \$300,000 with the CBR Cup Bonus \$100,000 being awarded to the 2009 CBR World Champion.

CBR returns to Kansas City for the first time since the 2005 World Championship where Kemper Arena was host to capacity crowds. The 2009 venture marks the first time CBR has teamed up with American Royal. "American Royal and Kemper Arena have a long history of great rodeos and bull riding. We are privileged to be partners with such a great organization and great event" stated Tuff Hedeman, CBR President.

Tickets are on sale now -- keep up to date on all CBR info on www.cbrbull.com and www.americanroyal.com

About CBR

Led by bull riding icon, Tuff Hedeman, Championship Bull Riding, Inc. (CBR) is a nationwide professional bull riding tour which airs *primetime* every week on both *GAC* and *RFD-TV* with over 14 million viewers each year and logging over 300 hours of television annually since 2004. Every CBR Tour features a two hour show and an adrenaline rush with more than 20 events and over 100,000 fans in live attendance. CBR is home of the REAL COWBOY SPORT and the best bull riders and bulls in the world. We are committed to the riders, the fans, the sponsors, and all those involved in the professional bull riding industry and we live by the words Strength, Stamina, Integrity and Speed. For more information on CBR, please visit www.CBRbull.com or call us at 817.626.BULL.

Media Contact: Adeline Rogers

Rave Marketing & Events, LLC

Phone: 915.544.9000

adeline@ravemarketing.com