



HOUSTON LIVESTOCK SHOW AND RODEO™

NRG Park • Feb. 25 - March 17, 2019

P.O. Box 20070 • Houston, Texas 77225 • 832.667.1000 • rodeohouston.com

HOUSTON LIVESTOCK SHOW AND RODEO™ AND THE PROFESSIONAL RODEO COWBOYS ASSOCIATION ANNOUNCE MULTI-YEAR PARTNERSHIP — OCT. 10, 2018 — HOUSTON — FOR IMMEDIATE RELEASE

— Houston Livestock Show and Rodeo and Professional Rodeo Cowboys Association (PRCA) officials announce a new multi-year partnership that focuses on growing the sport of rodeo for the benefit of fans and the contestants, with earnings from the RODEOHOUSTON® Super Series counting toward qualification for the NFR, the season-ending championship event for the PRCA.

“This unique partnership combines the brand strengths of two of the biggest names in rodeo to grow the sport for fans and athletes alike, while allowing us to maintain our current presentation,” said Joel Cowley, Rodeo president and CEO. “Additionally, it adds an extra level of excitement for rodeo athletes as they compete for payouts in Houston — earnings that could inch them closer to clinching the coveted world championship title at the NFR® in Las Vegas.”

Through this partnership, RODEOHOUSTON will be an official PRCA NFR® money event, while allowing for the competition elements that are unique to the rich traditions of RODEOHOUSTON.

“This partnership is one that makes all of rodeo better,” PRCA CEO George Taylor said. “RODEOHOUSTON is one of the richest rodeos in the sport. Our athletes will be excited to see RODEOHOUSTON and the PRCA working together again knowing that winning at Houston will have a major impact as they chase their dreams of a gold buckle.”

The RODEOHOUSTON Super Series is a 19-day tournament-style competition that crowns an event champion in bareback riding, bull riding, saddle bronc riding, steer wrestling, tie-down roping, team roping and women’s barrel racing. For more information on the RODEOHOUSTON Super Series, [click here](#). RODEOHOUSTON will continue to produce the one-day Super Shootout, and earnings from this event will not count toward the NFR®.

The Houston Livestock Show and Rodeo promotes agriculture by hosting an annual, family-friendly experience that educates and entertains the public, supports Texas youth, showcases Western heritage and provides year-round educational support within the community. Since its beginning in 1932, the Rodeo has committed more than \$450 million to the youth of Texas. For more information, visit [rodeohouston.com](#) and connect with #RODEOHOUSTON online via Facebook, Twitter, Instagram and YouTube for all of the latest news. The 2019 Rodeo is scheduled for Feb. 25 – March 17.

The PRCA is recognized as the unsurpassed leader in the sport of professional rodeo. The PRCA's mission is to unify membership in providing an innovative fan experience, to grow the sport of professional rodeo and provide new expanded opportunities for our membership and sponsors. Since 1986, the PRCA has paid out more than \$1 billion in prize money to its contestants. The PRCA offers the best cowboys and the best rodeos; delivering the best fan experience while positively impacting our communities and embracing the spirit of the West. A membership-based organization, the PRCA approved 650 rodeos in 2018, and there are more than 40 million rodeo fans in the U.S.