



PROFESSIONAL BULL RIDERS



MEDIA RELEASE

- April 19, 2010 -

DIRT N DUST PBR CHALLENGER SERIES JULIA CREEK
JULIA CREEK, QLD
APRIL 17, 2010

Boulia Bull Rider Reigns Supreme in the Dirt n Dust

Veteran bull rider Grant Wells overcame Australia's finest cowboys and Queensland's nastiest bovines to win the *Dirt n Dust PBR Challenger Series Julia Creek* on Saturday night.

Held at Julia Creek's Town and Country Club as part of the legendary Dirt n Dust Festival, this fifth round of the 2010 Professional Bull Riders Challenger Series brought world class bull riding to the tiny Queensland town and drew a record crowd of more than 2000 fans to the event.

Thirty-year-old Wells showed his younger opponents how to get it done, covering stock contractor Darren Brandenburg's Top Rail in the long round, before backing up to go the eight second journey on Kent Hansen's champion bull Radar. A powerful, high-kicking beast, Radar pushed Wells to the brink but the Boulia bull rider had his measure, receiving a score of 85.5 points for his efforts.

Goondiwindi's Jim Rowsell secured second place at the *Dirt n Dust PBR Challenger Series Julia Creek* with two tenacious rides. Rowsell picked up 84 points on Bomber Baillie's Super Fly in the long round before taking the early lead in the championship round with a stirring 86.5 point ride on Baillie's Black Sabbath.

Craig Postle, from Mundubbera, Qld, finished third having scored an event-high 88 points on Bomber Baillie's True Blood in the long round.

Jackie Dunn, PBR Australia's VP of Competition and Administration, was extremely pleased with both crowd numbers and the standard of the riding in Julia Creek.

"We had a crowd of more than 2000 people, which is up about 25% on last year," Dunn explained. "Just before we kicked off the riders were informed that our PBR World Cup team had done extremely well on day one of competition in Las Vegas and I think that really inspired the boys to put in an extra special effort as the quality of rides was exceptional."



As a result of their weekend efforts Wells, Rowsell and Postle have all secured a position at next month's *2010 Professional Bull Riders Troy Dunn International* at the Townsville Exhibition and Convention Centre.

The *2010 PBR Troy Dunn International* is the first of three *2010 PBR World Challenge Series* events, featuring the top Aussies going head to head with ten of the finest international riders from the PBR Built Ford Tough Series in the US for a slice of \$150,000 prize money. The *2010 PBR World Challenge Series* kicks off in Townsville on May 21 and 22 before heading to Brisbane on May 29 and wrapping up in Sydney on June 5.

2010 PBR Troy Dunn International

Townsville Entertainment & Convention Centre

Friday, May 21 and Saturday, May 22, 2010

Tickets available now from: Townsville Entertainment Centre Box Office, Dial 'n' Charge 07 4771 4000 or online at www.tecc.net.au

Tickets Prices: Diamond \$120, Platinum \$85, Saturday Silver \$45, Friday Silver \$25, Saturday Bronze \$25, Friday Bronze \$20, Family pass \$85, Children \$25

2010 PBR WORLD CHALLENGE

Brisbane Entertainment Centre

Saturday, May 29, 2010

Tickets on sale now from Ticketek on 132 849 or www.ticketek.com.au

Tickets: Diamond \$124.90, Platinum \$80, Gold \$60, Silver \$40, Silver Child \$20

2010 PBR WORLD CHALLENGE FINAL

Acer Arena, Olympic Boulevard, Sydney Olympic Park

Saturday, June 5, 2010

Tickets on sale now from Ticketek on 132 849 or www.ticketek.com.au

Tickets: Diamond \$124.90, Platinum \$80, Gold \$60, Silver \$40, Silver Child \$20

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ABOUT PBR AUSTRALIA

Professional Bull Riders, Inc. (**PBR**) was founded in 1992 by 20 accomplished bull riders who decided to develop bull riding – the most popular event in traditional rodeo – into a stand-alone sport. Today more than 1,200 bull riders hold PBR memberships and compete in more than 300 PBR sanctioned competitions around the globe for a total prize pool exceeding US\$13 million.

In November 2005, PBR announced their plans for worldwide expansion. Since then, PBR has opened offices in Canada, Mexico, Australia and Brazil and is rolling out major live events in key cities in each of these countries.

PBR Australia was established a partnership between the PBR and Dainty Consolidated Entertainment (one of Australia's major concert promoters) and immediately set about staging major bull riding events in key cities in Australia and New Zealand – kicking off with the inaugural PBR World Cup on the Gold Coast in 2007.

Due to the high demand for more bull riding across Australia, PBR has now established the PBR Challenger Series. Prize money won at these events will allow riders to qualify for PBR Cup Events in Australia, and to the annual PBR World Finals in Las Vegas. So the Professional Bull Riders offers a genuine pathway for Australian bull riders to earn substantial prize money in Australia and to compete on the world stage.