



MEDIA RELEASE

- April 19, 2010 -

**2010 PBR WORLD CUP presented by Dickies
LAS VEGAS, NEVADA, USA
APRIL 16-18, 2010**

Aussie World Cup Bull Riders Land Best Ever Result

Australia's six man representative bull riding team today secured its best ever result, taking third place in the *2010 Professional Bull Riders World Cup* in Las Vegas, Nevada.

The Australian squad took on the planet's toughest athletes with teams from Australia, Brazil, Mexico, Canada and the host nation USA competing for national glory and world bull riding supremacy at the prestigious Thomas & Mack Centre in Las Vegas.

Whilst Brazil stole the show with a record winning margin over second placed USA, the Aussies punched well above their weight, riding the fiercest bucking bulls on the globe to grab third ahead of Canada and Mexico.

Led from the front by their most experienced member, Brendon Clark from Morpeth, NSW the Australians jumped out to a flying start to be second after the first day of competition. Clark covered two bulls for the event and was well supported by the Farley brothers, Jared and Pete (Kempsey, NSW), Ben Jones (Goulburn, NSW), David Kennedy (Kyogle, NSW) and Jason O'Hearn (Rothbury, NSW).

2007 PBR Australia Champion Ben Jones was the first Australian to get the job done, going the eight-second journey on a bull called Brass Cat in the first round for a score of 87 points. Jared Farley and Brendon Clark then opened their accounts in round 2 with 89.5 and 88.5 points respectively.

Day two at the Thomas & Mack saw Australia pick up one solitary score, with Brendon Clark covering Cleo's Pet for 87.75 points. The team then came home with a wet sail in round five with 2008 PBR Australia champ David Kennedy and rookie Jason O'Hearn nailing their first scores of the event. O'Hearn secured Australia's podium finish with a tenacious 88.75 point victory over a bull called Foolish Pride.

Aussie team captain, PBR Australia President and 1998 PBR World Champion Troy Dunn, said he couldn't be happier with the effort of his riders.



PROFESSIONAL BULL RIDERS



“We had a team meeting on Thursday night where these boys made a pact to ride for each other and really work together as a team,” Dunn explained. “This is an individual sport so these fellas usually compete against each other rather than combining to defeat another nation but they showed true Aussie courage and mateship and did the green and gold proud.

“With the experience they’ve gained here, where they’ve had a sniff of victory, I reckon they’ll be able to give things a real shake in next year’s World Cup,” Dunn concluded.

All six members of the Australian team have qualified to compete in the forthcoming *2010 PBR World Challenge Series* that kicks off in Townsville on May 21/22 with the *2010 PBR Troy Dunn International*. The series then moves to Brisbane for the *2010 PBR World Challenge* at the Brisbane Entertainment Centre on May 29 and concludes on June 5 at Sydney’s Acer Arena with the *2010 PBR World Challenge Final*.

The *2010 PBR World Challenge Series* pits ten of the hottest international bull riders from the elite PBR Built Ford Tough Series in the US against a selection of Australia’s toughest cowboys in a battle for \$150,000 in prize money.

Overall Team Standings: Brazil 1330.25 points; USA 972 points; Australia 529.5 points; Canada 350 points; Mexico 262.25 points

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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 is a partnership between the PBR and Dainty Consolidated Entertainment (one of Australia's major concert promoters) and will stage 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 as a feeder into the Australian premier league of bull riding – the Bundaberg Rum PBR Touring Pro. Prize money won at these events counts toward qualification to PBR Cup Events in Australia and to the annual PBR World Finals in Las Vegas. So the Professional Bull Riders offer a genuine pathway for Australian bull riders to earn substantial prize money in Australia and to compete on the world stage.