



PROFESSIONAL BULL RIDERS



MEDIA RELEASE

- May 21, 2010 -



**2010 PBR TROY DUNN INTERNATIONAL
TOWNSVILLE, QUEENSLAND
MAY 21, 2010**

Aussie Champ Takes First Blood In Townsville

Reigning Professional Bull Riders Australia champion David Kennedy drew first blood in Townsville tonight, taking out day one of the *PBR Troy Dunn International* by riding Australia's number one bull, Wild Thing.

In front of a crowd of around 3500 enthusiastic fans, Kennedy stole the show from local favourite Jock Connolly, who wrapped up second place and proved that he is well and truly back from the broken neck that kept him out of action for most of 2009.

The best of the international superstars was young American Skeeter Kingsolver, who took bronze with a pair of solid rides and proved that he will be a force to be reckoned with throughout the 2010 PBR World Challenge Series.

New South Welshman David Kennedy showed fans the stunning bull riding skills that won him the 2009 PBR Australia championship buckle. An 87-point ride in the long round on Diamond J Rodeo Company's Tidy secured Kennedy a spot in the championship round and a tilt at the prize money.



Standing between Kennedy and first place was the previously un-ridden 2009 PBR Champion Bucking Bull, Wild Thing. From the moment rider and bull burst from the chute it was obvious that Kennedy was in for the ride of his life, with the massive beast leaping, twisting and bucking with enormous power. But on this occasion the Kyogle cowboy got the job done and brought the crowd to its feet with a superb 90.5-point score – the highest score of the night.

“To win here in Townsville and have my wife and family here to watch me is wonderful,” David Kennedy enthused in his post event interview. “Troy helps me out a lot and to win tonight is amazing. It’s a great feeling.”

2009 PBR Troy Dunn International champion Rocky McDonald had a tough night at the office, riding three bulls in the long round (two re-rides and a qualified ride) and breaking his one and only thumb in the championship round.

The bull riding action continues tomorrow evening with the second night of the *2010 PBR Troy Dunn International* at the Townsville Entertainment and Convention Centre, before heading south for the *2010 PBR World Challenge* at the Brisbane Entertainment Centre on Saturday, May 29 and concluding with the *2010 PBR World Challenge Final* at Sydney’s Acer Arena on Saturday, June 5.

With the nation’s fiercest beasts and the world’s toughest athletes combined with the wall-to-wall exhilaration of a PBR show, the *2010 PBR Troy Dunn International* is one sporting event not to be missed.

2010 PBR Troy Dunn International Results:

1. David Kennedy	Kyogle, NSW	177.5 points
2. Jock Connolly	Charters Towers, Qld	176.5 points
3. Skeeter Kingsolver	Kansas, USA	172.5 points
4. Ned Cross	Oregon, USA	171.0 points
5. Ben Jones	Goulburn, NSW	170.0 points

2010 PBR Troy Dunn International

Townsville Entertainment & Convention Centre

Saturday, May 22, 2010

Tickets still available 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, Silver \$45, Bronze \$25, Family pass \$85, Children \$25

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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.