



CINCH
JEANS & SHIRTS



FOR IMMEDIATE RELEASE

Rich and wild bucking horse event returns to Kalispell

The Cinch Bucking Horse Championships kick off Oct. 4; first World Class Genetics Bucking Horse Sale Oct. 5.

Sept. 22, 2014 — Kalispell, Montana — North America's best cowboys and roughest broncs will compete in the Cinch Bucking Horse Championships on Saturday, Oct. 4, at Kalispell's Majestic Valley Arena. Known as the richest bucking horse event in the world, 22 cowboys will compete for \$70,000 in total prize money on the top 45 4- and 5-year-old saddle broncs.

On Sunday, Oct. 5, Kalispell will also host the inaugural Cinch World Class Genetics Bucking Horse Sale — the first sale of its kind where more than 50 horses will be sold. All horses — including stallions, broodmares, colts and bucking horses — entered in the sale will have proof of parentage through the Cinch World Class Genetics program.

"The Cinch Bucking Horse Championships fills a key niche in rodeo, and we are proud to sponsor this event," said David Dean, CEO of Miller International, the parent company to Cinch. "This event has an innovative platform that is fun for the

2014 Cinch World Class Bucking Horse Championships

When: Saturday, Oct. 4. Doors open at 6 p.m., competition starts at 7 p.m.

Where: Majestic Valley Arena, Kalispell, Montana.

What: 45 broncs and 22 cowboys will compete for \$70,000 in total prize money.

Admission: \$15 adults, \$8 children ages 6–12, free for children 5 & under. VIP admission \$40.

Purchase tickets at majesticvalleyarena.com.

Cinch World Class Genetics Bucking Horse Sale

When: Sunday, Oct. 5, 1 p.m.

Where: Majestic Valley Arena, Kalispell.

fans, and we look forward to seeing this event, and others like it, grow quickly.”

To qualify for the championships, during the 2014 season these bronc riders bucked over 400 of the best broncs in 12 World Class Bucking Horse Association events in Montana, North Dakota, Washington, Wyoming, Alberta and Saskatchewan.

“We are very pleased to have the Cinch Bucking Horse Championships return to the Flathead for the third consecutive year,” said Rob Brisendine, group sales manager with the Kalispell Convention & Visitor Bureau. “When national events like the championships choose the Flathead Valley, it indicates a growing awareness of our area’s extensive resources, great facilities and excellent tourism opportunities. And, it’s a significant economic boost in a traditionally slower season.”

Admission for spectators is \$15 for adults, \$8 for children ages six to 12, and free for children five and under. VIP Admission is also available for \$40 and includes dinner and beer. Tickets can be purchased online at majesticvalleyarena.com or at the gate.

Doors open at 6 p.m. and the competition will kick off at 7 p.m. The evening will conclude with an awards ceremony, followed by a dance with live music at Scotty’s Bar.

Preceding the evening competition, CHS Fast & Furious barrel racing will take place from 9 a.m. – 3 p.m. The top 20 qualifiers from that event will return during the Cinch Bucking Horse Championships to compete for top honors.

This year’s entertainment will also include the McMillan Family Trick Riders and the World Championship Wife-Carrying Contest.

Sunday, Oct. 5, the Cinch World Class Genetics Bucking Horse Sale will start at 1 p.m.

About Kalispell, Montana

Located in the center of the Flathead Valley, Kalispell is the gateway to Glacier National Park, Flathead Lake, Whitefish and all of the recreation, art, shopping and adventure that Northwest Montana has to offer. discoverkalispell.com

About Cinch Jeans & Shirts

Founded in 1996, Cinch Jeans & Shirts is the leading manufacturer of functional and fashionable Western lifestyle apparel. From its headquarters in Denver, Cinch products are distributed to a network of retail outlets throughout the world. For more information about Cinch products or for the nearest Cinch retailer near you, contact Cinch at 800-688-4449 or visit cinchjeans.com.

About World Class Bucking Horse Association

The World Class Bucking Horse Association was formed in order to incorporate a group of people with the common goal and interest of endorsing, supporting and unifying the Professional Bucking Horse Futurity system. The association strives to promote camaraderie with bucking horse breeders and contractors, the cowboys who ride their magnificent bucking horses and the people who admire this American heritage.

worldclassbuckinghorseassociation.com

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