

# **ATHLETES - RIDERS & BULLS**

<b>YETI PBR World Champion Bull . . . . .</b>	<b>2</b>
<b>YETI PBR Bull of the World Finals . . . . .</b>	<b>3</b>
<b>2023 YETI PBR World Champion Bull and YETI Bull of the PBR World Finals . . . . .</b>	<b>4</b>
<b>Stock Contractors . . . . .</b>	<b>6</b>
<b>2023 PBR Stock Contractor of the Year . . . . .</b>	<b>7</b>
<b>PBR Animal Athlete Safety &amp; Welfare Measures . . . .</b>	<b>8</b>
<b>Bucking Bulls Q&amp;A . . . . .</b>	<b>9</b>
<b>American Bucking Bull Incorporated (ABBI). . . . .</b>	<b>12</b>
<b>ABBI Classic World Champion Bull. . . . .</b>	<b>14</b>
<b>ABBI Finals Classic Champion. . . . .</b>	<b>14</b>
<b>ABBI Futurity World Champion Bull. . . . .</b>	<b>15</b>
<b>Rider Bios. . . . .</b>	<b>16</b>

## YETI PBR WORLD CHAMPION BULL

All bulls who compete on the PBR's premier series and PBR Teams are eligible to win the YETI PBR World Champion Bull title, provided they have not been deemed ineligible by the organization.

The YETI PBR World Champion Bull will be determined by a bull's Top 8 outs during regular season events on the premier series and Teams plus the best two of three outs at the PBR World Finals. The bull with the highest average score across those 10 outs will be crowned the YETI PBR World Champion Bull and earn the \$100,000 bonus.

In the event of a tie between two or more bulls after the 10 outs, the bull with the highest average score across three outs at the World Finals is named the YETI PBR World Champion Bull. If there remains a tie among two or more bulls, the World Champion Bull title will be shared among all bulls tied, and the prize money will be divided evenly among the stock contractors of these bulls.

PBR will maintain the bull standings during each season, spanning from the beginning of PBR Teams in July to the conclusion of the premier series the following May. At the conclusion of the regular season, the stock contractors for the Top 3 bulls with the highest regular-season average (average of Top 8 scores) will receive the following bonuses: 1st: \$25,000, 2nd: \$10,000, 3rd: \$5,000.

YEAR	BULL	STOCK CONTRACTOR
2023	RIDIN' SOLO	CORD MCCOY/BILL MCCARTY
2022	RIDIN' SOLO	CORD MCCOY/BILL MCCARTY
2021	WOOPAA	BARKER BULLS/HOOKIN' W RANCH
2020	SMOOTH OPERATOR	DAKOTA RODEO/JULIE ROSEN/CLAY STRUVE/CHAD BERGER
2019	SMOOTH OPERATOR	DAKOTA RODEO/JULIE ROSEN/CLAY STRUVE/CHAD BERGER
2018	SWEETPRO'S BRUISER	D&H CATTLE CO./BUCK CATTLE CO.
2017	SWEETPRO'S BRUISER	D&H CATTLE CO./BUCK CATTLE CO.
2016	SWEETPRO'S BRUISER	D&H CATTLE CO./BUCK CATTLE CO.
2015	SWEETPRO'S LONG JOHN	D&H CATTLE CO.
2014	BUSHWACKER	JULIO MORENO/RICHARD OLIVEIRA
2013	BUSHWACKER	JULIO MORENO/RICHARD OLIVEIRA
2012	ASTEROID	CIRCLE T RANCH & RODEO
2011	BUSHWACKER	JULIO MORENO/RICHARD OLIVEIRA
2010	BONES	TEAGUE BUCKING BULLS, LLC
2009	CODE BLUE	WALTON & WAGONER/BERGER & STRUVE
2008	BONES	TEAGUE BUCKING BULLS, LLC
2007	CHICKEN ON A CHAIN	ROBINSON/TEDESCO/LARRY THE CABLE GUY
2006	MOSSY OAK MUDSLINGER	PAGE & TEAGUE BUCKING BULLS
2005	BIG BUCKS	FRONTIER RODEO COMPANY
2004	LITTLE YELLOW JACKET	JOE BERGER/TOM TEAGUE/BERNIE TAUPIN
2003	LITTLE YELLOW JACKET	JOE BERGER/TOM TEAGUE/BERNIE TAUPIN
2002	LITTLE YELLOW JACKET	JOE BERGER/TOM TEAGUE/BERNIE TAUPIN
2001	DILLINGER	HERRINGTON CATTLE CO.
2000	DILLINGER	HERRINGTON CATTLE CO.
1999	PROMISE LAND	TERRY WILLIAMS BUCKING BULLS
1998	MOODY BLUES	TERRY WILLIAMS BUCKING BULLS
1997	PANHANDLE SLIM	TERRY WILLIAMS BUCKING BULLS
1996	BABY FACE	TERRY WILLIAMS BUCKING BULLS
1995	BODACIOUS	ANDREWS RODEO CO. INC.



## YETI BULL OF THE PBR WORLD FINALS

In 2017, PBR revived the YETI Bull of the PBR World Finals award, acknowledging the highest-performing bull at the PBR World Finals each year. The YETI Bull of the PBR World Finals receives a \$25,000 bonus. The honor is awarded to the bull with the highest average score over three outs at the PBR World Finals, and any bull with three outs at the event is eligible. PBR's Livestock Director selects the qualifying bulls for the World Finals, as well as the bulls awarded three outs. Unless otherwise disqualified, the Top 7 bulls in the final season standings are guaranteed to be awarded three outs at the World Finals. In 2007, this award was known as the Mikel Moreno Bull of the World Finals named in honor of Mikel Moreno who lost his battle with leukemia in 2006. Mikel's father, Julio Moreno, is a PBR stock contractor who owns three-time PBR World Champion Bull Bushwacker.

YEAR	BULL	STOCK CONTRACTOR
2023	RIDIN' SOLO	CORD MCCOY/BILL MCCARTY
2022	NIGHT HAWK	LOGAN CLANCEY/DAKOTA RODEO/CHAD BERGER
2021	WOOPAA	BARKER BULLS/HOOKIN' W RANCH
2020	SMOOTH OPERATOR I'M BUSTED	DAKOTA RODEO/JULIE ROSEN/CLAY STRUVE/CHAD BERGER DAKOTA RODEO/CHAD BERGER/CLAY STRUVE/KEN BARNHART
2019	SMOOTH OPERATOR	DAKOTA RODEO/JULIE ROSEN/CLAY STRUVE/CHAD BERGER
2018	LEGIT HOCUS POCUS	DAKOTA RODEO/JULIE ROSEN/CLAY STRUVE/CHAD BERGER D&H CATTLE/BARTHOLD/ALMAND
2017	SWEETPRO'S BRUISER	D&H CATTLE CO.





## 2023 YETI PBR WORLD CHAMPION BULL AND YETI BULL OF THE PBR WORLD FINALS

### »» RIDIN' SOLO

In 2023, Ridin' Solo reached rare air among bovine athletes, becoming just the seventh bull to win multiple YETI PBR World Champion Bull titles, joining Dillinger (2001, 2002), Little Yellow Jacket (2002-2004), Bones (2008, 2010), Bushwacker (2011, 2013, 2014), Sweet Pro's Bruiser (2016-2018) and Smooth Operator (2019, 2020). Ridin' Solo also joined another elite tier of animal athletes, becoming the fifth bovine to win the honor in back-to-back seasons.

After winning his first World Championship in 2022, Ridin' Solo didn't return to the PBR arena until the fifth 2023 Unleash The Beast event of the season in Albany, New York, in December. Ridin' Solo's late return to competition gave the other bulls a head start as the title push began in July 2023 with the launch of the PBR Teams, continuing into the 2023 Unleash The Beast season.

"Some of the bulls had six scores stacked up there," stock contractor Cord McCoy said. "So, I feel like Solo had to go harder than everybody else to put up the numbers, and I felt like I was cutting the bull short if I wasn't giving him the opportunity to be there."

Despite the late start, Ridin' Solo delivered a strong end to the regular season, qualifying to the World Finals ranked No. 2 in the standings, 0.41 points behind Cool Whip.

During the regular season, both Cool Whip and Ridin' Solo were named the YETI "Built for the Wild" Bull of the Event a PBR-best four times. Bucking 16 times prior to the World Finals, Ridin' Solo was ridden just once, covered by Joao Ricardo Vieira for 91.5 points during the 15/15 Bucking Battle in Albuquerque, New Mexico. Of those outs, Ridin' Solo was marked more than 46 points three times, including for a monstrous 47.25 points in Albuquerque when he tossed Josh Frost in a swift 2.86 seconds.

Once inside Dickies Arena in Fort Worth, and courtesy of two mammoth 46+-point outs, Ridin' Solo overtook Cool Whip, and held off a hard-charging UTZ BesTex Legend and Flapjack to be crowned the YETI PBR World Champion Bull title and Bull of the Finals.





“When we come into today, it still felt like everybody’s chance,” McCoy said from the dirt after winning the championship, holding a gold buckle and big check. “The No. 1 bull coming in here (Cool Whip) had moved to fourth, and you’ve got Ricky Vaughn, who, at one time, threw up the best numbers of the year. Legend was kind of picking up his momentum. It felt like whoever was the champion today was going to be the World Champion. It felt like we still had a little bit of a hiccup there, and I was worried that it didn’t come through. But man, Solo, even though he was in a bind leaving the chute, just finishing the jumps, seemed to pull it off.”

Legend ultimately finished in a tie for No. 2 with Flapjack, 0.07 points behind No.1 Ridin’ Solo, followed by No. 4 Cool Whip and No. 5 Ricky Vaughn.

McCoy admits that he was incredibly nervous for weeks leading up to the World Finals despite Ridin’ Solo’s history of success in Fort Worth, as he put up two bull scores of 47 points to win his world title in 2022.

However, Ridin’ Solo proved he was still a hoof above the competition, scoring 46 points with Dener Barbosa in Round 2 and 46.5

points when he was matched up against Chase Outlaw in Round 4 for the highest marked out at World Finals.

“He is a dream. He’s less than a once-in-a-lifetime for us. I wouldn’t even believe that we would ever own two like him,” McCoy said. “He didn’t need a warmup for Fort Worth, and I think that’s what won it, when he come in at 46 the first round and just used that momentum to buck again on Thursday. He came in with winning on his mind, and we just tried to stay out of his way. Solo, he likes to win, so really, it’s just give him the best opportunity that we can. That’s what you tell yourself this morning: don’t do anything different than you did in New York or Milwaukee or Las Vegas. Just try to match what you’ve been doing all year.”

Only three bulls have ever been crowned a World Championship three times -- Little Yellow Jacket, Bushwacker and SweetPro’s Bruiser. Ridin’ Solo and McCoy are ready to hit the road once again in 2023-2024 as they look to enter this elite club and join Little Yellow Jacket and SweetPro’s Bruiser with three-straight World titles.

“Gotta go for it,” McCoy said. “Until Solo says slow down, we’ve got to go again.”





## STOCK CONTRACTORS

The PBR uses more than 100 different stock contractors across the United States and Canada with each contractor on average owning 20-200 bulls.

The PBR has set high standards for each stock contractor and their bucking bulls, who need to maintain a certain caliber to ensure that they are in top shape to perform.

The PBR Livestock Director hand-picks bulls for each nationally televised, premier series Unleash The Beast and PBR Teams event. Each of these events utilizes eight to 15 contractors depending upon on the location and quality of the stock, with each contractor supplying approximately seven or eight bulls. Bulls arrive at least 24 hours before the event, allowing them to become acclimated while also being given the opportunity to rest, and become nourished and hydrated before the competition.

## STOCK CONTRACTOR OF THE YEAR

The Stock Contractor of the Year is selected by a vote of the Top 40 riders in the current season's PBR Unleash The Beast standings prior to the conclusion of the regular season. The PBR Stock Contractor of the Year receives a year-end \$10,000 bonus.

YEAR	STOCK CONTRATOR	LOCATION
2023	BLAKE SHARP	COLUMBUS, MISSISSIPPI
2022	CHAD BERGER & D&H CATTLE	MANDAN, NORTH DAKOTA & ARDMORE, OKLAHOMA
2021	CHAD BERGER	MANDAN, NORTH DAKOTA
2020	CHAD BERGER	MANDAN, NORTH DAKOTA
2019	CHAD BERGER	MANDAN, NORTH DAKOTA
2018	CHAD BERGER	MANDAN, NORTH DAKOTA
2017	CHAD BERGER	MANDAN, NORTH DAKOTA
2016	CHAD BERGER	MANDAN, NORTH DAKOTA
2015	CHAD BERGER	MANDAN, NORTH DAKOTA
2014	CHAD BERGER	MANDAN, NORTH DAKOTA
2013	JEFF ROBINSON	MARS HILL, NORTH CAROLINA
2012	JEFF ROBINSON	MARS HILL, NORTH CAROLINA
2011	JEFF ROBINSON	MARS HILL, NORTH CAROLINA
2010	JEFF ROBINSON	MARS HILL, NORTH CAROLINA
2009	CHAD BERGER	MANDAN, NORTH DAKOTA
2008	CHAD BERGER	MANDAN, NORTH DAKOTA
2007	CHAD BERGER & LARRY RYKEN	MANDAN, NORTH DAKOTA & YANKTON, SOUTH DAKOTA
2006	PAGE & TEAGUE BUCKING BULLS	ARDMORE, OKLAHOMA
2005	D&H CATTLE & LAND COMPANY	ARDMORE, OKLAHOMA
2004	D&H CATTLE & LAND COMPANY	ARDMORE, OKLAHOMA
2003	D&H CATTLE & LAND COMPANY	ARDMORE, OKLAHOMA
2002	D&H CATTLE & LAND COMPANY	ARDMORE, OKLAHOMA
2001	D&H CATTLE & LAND COMPANY	ARDMORE, OKLAHOMA
2000	HERRINGTON CATTLE COMPANY	MONT BELVIEU, TEXAS
1999	TERRY WILLIAMS BUCKING BULLS	CARTHAGE, TEXAS
1998	TERRY WILLIAMS BUCKING BULLS	CARTHAGE, TEXAS
1997	TERRY WILLIAMS BUCKING BULLS	CARTHAGE, TEXAS
1996	TERRY WILLIAMS BUCKING BULLS	CARTHAGE, TEXAS
1995	TERRY WILLIAMS BUCKING BULLS	CARTHAGE, TEXAS



## 2023 PBR STOCK CONTRACTOR OF THE YEAR

### >>> BLAKE SHARP

As the 2023 season got underway, one stock contractor, Chad Berger, had reigned supreme, crowned the Stock Contractor of the Year nearly every season for a decade straight. However, that changed as Blake Sharp hauled his rank pen around the United States, from New York to Washington, to win his first Stock Contractor of the Year honors.

“I was kind of shook,” Sharp said when receiving the award during Round 2 of the 2023 PBR World Finals in Fort Worth, Texas. “I was kind of shocked. It was an awesome experience. It means the world, that’s for sure. Ever since I was a little boy, I’ve dreamed of doing it. I’ve been around it my whole life. So, it means a lot.”

Sharp’s pen boasts some of the rankest bulls competing within the PBR, including UTZ BesTex Smokestack, Mike’s Motive, Yellowknife, Centerfold and Bandido Bug. But UTZ BesTex Legend was undeniably the star of the show in 2023, tying for No. 2 in the YETI PBR World Champion Bull race with a 45.63-point average, just 0.07 points behind back-to-back Champion Ridin’ Solo.

“Legend’s probably my favorite,” Sharp said. “I call him a freak of nature. He does something different every time. Very explosive, gets off the ground, kicks hard. Guys don’t really like to get on him, but at the end of the day, that’s the World Champion contenders.”

While riders don’t want to get on Legend, they do want to get on Smokestack, who finished his first season within the PBR ranked No. 10 in the world. The animal athlete was also the dance partner for two of the Top 10 rides during the 2023 season. Kyler Oliver sat tall atop him for 92 points in Tulsa, Oklahoma, and Dener Barbosa also posted a 92-point ride on him during the 15/15 Bucking Battle in Albuquerque, New Mexico.

“I think Smokestack is the riders’ favorite bull going because when they ride him, they’re always 90 on him,” Sharp said. “They’ve been 92 on him twice. So, I think that’s the bull I hear most about that the guys want to get on.”

While Sharp has been in the game for some time, he says there’s one key to his success in building himself a rank pen of bulls.

“Partners,” Sharp said. “I’ve always had the knowledge to do it, and I can always recruit

bulls, but you’ve got to have the partners behind you to help you purchase the animals. Finally, this past year, I’ve been able to get some really good partners. Koe Wetzel is the one that kind of got it going, and then the guys that he hangs around with, they wanted to be involved. So just kind of over time, it’s just growing.”

Sharp’s partnerships extend beyond the pens too, as the Stock Contractor of the Year award is a rider-voted honor. Despite traveling long distances, Sharp could almost always be found with a smile on his face in the back pens. His dedication to the craft, good nature, and willingness to do whatever it took for both riders and bulls is what helped him de-throne the legendary Berger, who has won the honor a record 12 times.

“I definitely respect Chad, and I’ve always looked up to him,” Sharp said. “It’s a blessing in disguise. With God, anything is possible, that’s for sure. That’s my go-to saying. If you just believe, you can achieve.”

“This (award) was my whole goal going into this season,” he said, “so at the end of the day, I’m pretty happy.”





## PBR ANIMAL WELFARE

The PBR is fully committed to ensuring the health, safety, welfare and respect of the animal athletes in the sport. The care and treatment of PBR bulls is a top priority for the organization, and PBR operates under a zero tolerance policy for any mistreatment of an animal associated with the league.

### CARE OF THE ANIMAL ATHLETES

- Bulls receive about 10-15 pounds of a special blend of a high-protein grain ration per day. The blend varies depending on the bull's needs and the stock contractor.
- Bulls receive approximately 15 pounds of high-quality hay per day.
- Many bulls receive a B-12 complex vitamin shot monthly as well as nutritional supplements.
- Bulls receive a health inspection any time they have to cross state lines per federal, state and city regulations.
- Bulls are only allowed to travel a maximum of 10 hours per day. After 10 hours, the bulls are rested for 12-14 hours.
- Bulls stand in 6-10 inches of sawdust shavings during transport for their comfort.
- Each stock contractor has a local veterinarian on call for their bulls.
- Many bulls also receive chiropractic care, magnetic pulse therapy, and acupuncture as needed to keep them in top shape and feeling great.





## BUCKING BULLS Q&A

Like humans, PBR bucking bulls come in an array of shapes, sizes, and colors, and similarly, their own personalities and talents make them unique. Unlike humans, these extraordinary animal athletes are bred for a career that gives them a great life while sparing them a death sentence: just about every male bovine who is not a bucking bull is slaughtered by the time he is three years old.

The PBR has a vast number of championship-caliber bulls who compete on the sport's multi-tiered tour structure in addition to the accompanying PBR Teams league. The bulls receive treatment consistent with PBR's stringent animal welfare policy; among stock contractors who own and raise the bulls, they are considered to be a "member of the family." Here are some frequently asked questions about the welfare of PBR bucking bulls and the equipment used in professional bull riding.

**Q:** Can any bull compete in a PBR event?

**A:** Not every bull can compete in a PBR event. Saying any bull is suitable for PBR competition is like saying that any human being is fit and talented enough to compete in the Olympics. PBR bulls are the highest-caliber animal athletes in the business. The majority of PBR bulls are bred and born to compete in the PBR arena - products of elite breeding programs that for years have been fine tuning the important role that genetics play in producing a great bucking bull.

**Q:** What does the average bull weigh?

**A:** The average PBR bucking bull weighs approximately 1,600-1,800 pounds. PBR bucking bulls very rarely weigh less than 1,200 pounds and can weigh as much as 2,200 pounds.

**Q:** What does a bull eat?

**A:** Bulls eat high-protein feed, which helps them keep their strength and endurance, and high-quality hay, which helps keep them healthy.

**Q:** Where do bulls live?

**A:** The bulls of the PBR live on large ranches where they get plenty of exercise. There are many ranches from coast-to-coast across North America, Australia and Brazil, helping ensure the best bulls in the world are provided for each event regardless of location.





**Q: What is the average PBR bull worth?**

**A:** The monetary value of a bucking bull depends greatly upon his proven performance in the arena; however, most PBR bulls are worth at least \$10,000, with some boasting values of more than \$500,000. A bull's value increases when he becomes a proven sire of other quality bucking bulls. A PBR bull is ranked just like the riders. When a bull consistently receives high marks, his value increases. The higher the ranking in areas such as overall performance, buck-off percentage, and average rider score, the greater the bull's conceivable worth.

**Q: What is the lifespan of a bucking bull?**

**A:** Bucking bulls often live well into their teens, which would be considered geriatric for any bull. Though a bucking bull may often be in his athletic prime around age five or six, many bulls buck past the age of 10. When retiring from competition, they often become sires in breeding programs.

**Q: What makes a bull buck?**

**A:** The success of bucking bull breeding programs around the world has proven that genetics are the main factor in determining a bull's desire and ability to buck. The American Bucking Bull is now a recognized breed of cattle, thanks to the PBR and American Bucking Bull Inc. (ABBI). The ABBI has more than 200,000 animals with bucking bull genetics registered in its database.

The bulls, born to buck, will kick out their hind legs at the height of their bucking action in an effort to dislodge the flank strap - a soft cotton rope - that encircles their body. The flank strap, positioned around the bull's flank, in front of their hips - about as tight as the belt around your waist - helps create a more uniform, less erratic bucking performance. Care is taken to ensure that the genitals are not involved; contrary to misinformation commonly circulated, the flank strap never comes in contact with the bull's genitals, and the bulls are not agitated or prodded to buck in any way.

**Q: What is a bull rope?**

**A:** The bull rope is what the bull rider holds on to throughout his out. It is wrapped around the chest of the bull directly behind the animal's front legs. At the bottom of the rope hangs a metal bell designed to give the rope some weight so that it will fall off the bull as soon as the rider is bucked off or dismounts the animal. The bell is for safety; it has smooth, round edges and does not harm the bull in any way.

**Q: What is the difference between a conventional and Brazilian bull rope?**

**A:** The most apparent difference is that the ropes are pulled from opposite sides. The conventional rope is pulled from the riding hand side while the Brazilian rope is pulled from the free hand side. There are also subtle differences in the way the ropes are braided. With a conventional bull rope, the loop - the knotted part of the rope used for adjustment - is on the free hand side of the handle while the tail—the portion of rope that is run through the loop and back to the hand - is on the riding hand side of the handle. The Brazilian rope is braided with the loop on the riding hand side and the tail on the free hand side. The style used is the one which the rider feels gives the best grip. Neither style harms nor agitates the bull in any way.

**Q: Do the spurs worn by a rider cut or scratch a bull?**

**A:** Bull riders wear spurs that are required to have dull, loosely locked rowels - the wheel-like part of the spur that comes into contact with the animal. The spurs help a rider maintain his balance by giving him added grip with his feet. The spurs do not cut or scratch a bull's hide, which is seven times thicker than a human's skin.

**Q: Is there a veterinarian on site at PBR events?**

**A:** There is always a designated veterinarian on-site at all PBR-owned events. If there appears to be a sick or injured bull at an event, the veterinarian is notified immediately. Health papers are also required for all animals arriving at an event. They are inspected as they are unloaded prior to competition.

PBR stock contractors treat their bulls with respect and the best care available.



## BULL INJURIES

It is extremely rare that a PBR bull is injured in competition; however, bulls that suffer a career-ending injury are retired to stud and live the balance of their lives as healthy, fully capable breeding bulls. While their injuries may prevent them from competing at the PBR level as an animal athlete, they do not impede their quality of life or ability to function.

### PBR POLICY FOR INJURED BULLS

- At all PBR owned events, a vet is on-site or on-call at all times during the performances.
- In most cases involving bulls suffering an injury in the arena, they are able to leave on their own.
- In the case of a bull not being able to leave under his own power, PBR has the ability to assist and ensure a safe departure of the injured bull.
- At all elite Unleash The Beast and PBR Teams events, a sled is available upon which the bull is secured and taken from the arena, usually by a skid steer.
- After an injured bull has exited the arena, he is put on a trailer and taken to the veterinarian's office or bull housing for further evaluation.
- For more information on the PBR's Animal Health, Welfare and Safety Practices, please visit [pbr.com](http://pbr.com).







## AMERICAN BUCKING BULL INC. (ABBI)

PBR and a visionary group of stock contractors, recognizing the value and importance of preserving bucking bull genetics, acquired a DNA Registry formerly known as RSR (Rodeo Stock Registry) in 2003. This database was the foundation of American Bucking Bull Inc. (ABBI), and has since had its database of registered animal athletes swell 10-fold.

ABBI is the largest bucking cattle registry in the world with more than 300,000 DNA-registered animals. These animals are recognized as being part of a unique breed called American Bucking Bull – registered bulls who can compete at ABBI events for prize money. As breeding these animal athletes has become more of a science, their buck-off rate against the cowboys has risen.

The formation of ABBI as a separate entity has added a whole new dimension to the sport of bull riding. ABBI offers valuable incentives to bull breeders, while tracking and preserving the lineage of today's top competition bulls.

The ABBI sanctions and produces marquee events for bucking bull breeders, including the Classic World Finals and Futurity World Finals, which both began in 2004. ABBI paid more than \$7.4M million to bucking bulls in 2023, including nearly \$1.6 million in Las Vegas alone during the organization's season-culminating World Finals. Superstar animals such as PBR World Champion Bulls Ridin' Solo and SweetPro's Bruiser began their careers competing at ABBI events.

The ABBI Classic World Finals features the top Classic (3- and 4-year-old) bulls competing for an estimated purse of more than \$480,000, while the ABBI Futurity World Finals features the top futurity (2-year-old) bulls competing for an estimated purse of \$120,000.

In 2023, ABBI announced the richest event in the organization's history, a \$1 million Futurity. The Top 25 bulls from each of the four qualifying events in October, December, January and February will advance to the Semifinals. There, the Top 30 will advance to the Championship Round held in conjunction with the 2024 PBR World Finals in Texas. The Championship Round will feature a \$900,000 purse, including a \$250,000 bonus to the winning animal athlete. In addition, a \$100,000 Consolation Futurity will be held for those calves that do not place inside the Top 25 of the Qualifier events.

## FREQUENTLY ASKED QUESTIONS

**Q:** What is an ABBI Classic event?

**A:** An ABBI Classic event is an event which is open to ABBI registered 3- and 4-year-old bulls, typically held in conjunction with a PBR-sanctioned event. The bulls are ridden by cowboys and receive scores by a panel of ABBI judges. These scores are independent of the score the cowboy receives, with a score of 100 being perfect. Any bull score in the 90s is considered to be outstanding.

**Q:** What is an ABBI Futurity event?

**A:** An ABBI Futurity event is an event open to ABBI registered 2-year-old bulls. Rather than a rider, each bull has a 25-pound box (dummy) placed on his back which is released via remote control at 4 seconds. ABBI judges award the animal a score based on his performance during the 4 seconds.

**Q:** What is the American Heritage Futurity event?

**A:** The ABBI American Heritage Futurity event, held each spring, is unique in that animals are entered into the system as calves and sustaining payments are made in the years leading up to the event. The payout depends on how many animals are entered each year with the winner typically earning around \$100,000; however, it isn't unusual for close to \$500,000 to be paid in prize money.



**Q:** How does the ABBI register animals?

**A:** Breeders submit an application with information such as date of birth and potential parentage and a DNA sample (blood or tail hair). Following verification of parentage using the sample, the animal is issued a registration certificate. The registration certificate is entered into the ABBI database with the verified parentage and DNA profile.

**Q:** What is the ABBI Classic World Finals?

**A:** The ABBI Classic World Finals features the ABBI's top 3- and 4-year-old bulls, (based upon the regular season standings) competing for an estimated purse of more than \$480,000, with the World Champion and Finals event winner each receiving a 100,000 bonus.

**Q:** Can females be registered with the ABBI?

**A:** It is essential that females be registered to ensure the complete genetic record of a bucking bull is preserved. Also, many breeders believe that the dam (mother) is as important as the sire (father), if not more so, in producing a great bucking bull.

**Q:** Who owns the ABBI?

**A:** The PBR owns 50 percent of the ABBI with the remainder owned by a group of breeders and stock contractors who purchased interest in the organization when it was created.

**Q:** What makes an American Bucking Bull buck?

**A:** Bucking is a natural instinct bred into a male bovine; a bull can't be made to buck and is in no way agitated or prodded to buck. The success of bucking bull breeding programs around the world, with managed and deliberate mating sessions, has proven that genetics are the most prevalent factor in determining a bull's desire and ability to buck.

Careful selective breeding has encouraged this natural behavior in certain genetic lines. The American Bucking Bull breed as a whole has been improved as breeders select bulls for their athleticism, bucking desire and confirmation.





## ABBI CLASSIC WORLD CHAMPION BULL AND ABBI FINALS CLASSIC CHAMPION

The ABBI Classic World Champion Bull is the top 3- or 4-year-old bull as determined by his Top 6 scores headed into the ABBI World Finals, in addition to his two performances at the season-culminating event. In addition to earning the coveted title, the bovine athlete is also awarded a \$100,000 bonus.

In 2018, the ABBI began to crown a Finals Classic Champion Bull. The honor, which also includes a \$100,000 bonus, is awarded to the Classic bull with the top score across his two outs at the ABBI World Finals, which coincides with the PBR Teams Championship.

ABBI Classic World Champion Bulls			
YEAR	BULL	STOCK CONTRACTOR	LOCATION
2023	FLYIN WIRED*	JULIAN/BS CATTLE CO.	STEPHENVILLE, TEXAS
2022	COOL WHIP	JULIAN CATTLE & STACI ADDISON/D&H CATTLE/CROOKED W	ARDMORE, OKLAHOMA
2021	JUJU	TOMMY JULIAN/D&H CATTLE	ARDMORE, OKLAHOMA
2020	WOOPAA*	BARBER BULLS LLC	MESILLA PARK, NEW MEXICO
2019	CHISELED*	D&H CATTLE CO./FLINN	ARDMORE, OKLAHOMA
2018	HOCUS POCUS*	BARTHOLD/ALMAND/D&H CATTLE CO.	ARDMORE, OKLAHOMA
2017	HIGH TEST	TOMMY JULIAN/D&H CATTLE CO.	ARDMORE, OKLAHOMA
2016	WICKED STICK	DAKOTA RODEO/BERGER-STRUVE	MANDAN, NORTH DAKOTA
2015	BRUISER	D&H CATTLE CO.	ARDMORE, OKLAHOMA
2014	LONG JOHN	D&H CATTLE CO.	ARDMORE, OKLAHOMA
2013	THE ROCKER	WYATT CROWDER BUCKING BULLS	FORT LUPTON, COLORADO
2012	SHEPHERD HILLS TESTED	LUTHY/DUCKWALL/D&H CATTLE/SHEPHERD HILLS CUTLERY	
2011	BACK BENDER	ACKERMAN/COX	STEPHENVILLE, TEXAS
2010	BUSHWACKER	JULIO MORENO/RICHARD OLIVEIRA	ORANGEVALE, CALIFORNIA
2009	BLACK PEARL	RAVENS CROFT/BOYD-FLOYD BULL CO.	STEPHENVILLE, TEXAS
2008	CROSSWIRED	D&H CATTLE CO./CLIFTON WIGGINS	ARDMORE, OKLAHOMA
2007	TROUBADOUR	JULIO MORENO BUCKING BULLS	ORANGEVILLE, CALIFORNIA
2006	GOD'S GIFT	DON KISH BUCKING BULLS	RED BLUFF, CALIFORNIA
2005	STRAY KITTY	D&H AND BUCK	ARDMORE, OKLAHOMA
2004	BIG DEAL	D&H AND BUCK	ARDMORE, OKLAHOMA

*\*This bull was also the ABBI World Finals Classic Event Champion*

*Note: In 2020, the ABBI World Champion Classic Bull and ABBI World Finals Classic Event Champion was determined by the bulls' trips at the 2020 PBR Pendleton Whisky Velocity Tour Finals in Sioux Falls, South Dakota, and at the 2020 PBR World Finals in Arlington, Texas, bucking once at each event.*

ABBI Finals Classic Champion Bulls			
YEAR	BULL	STOCK CONTRACTOR	LOCATION
2023	FLYIN WIRED*	JULIAN/BS CATTLE CO.	STEPHENVILLE, TEXAS
2022	FLAPJACK	PARKER/OK CORRALLIS/GORDON/D&H CATTLE	ARDMORE, OKLAHOMA
2021	LISTON	D&H CATTLE	ARDMORE, OKLAHOMA
2020	WOOPAA*	BARBER BULLS LLC	MESILLA PARK, NEW MEXICO
2019	CHISELED*	D&H CATTLE CO./FLINN	ARDMORE, OKLAHOMA
2018	HOCUS POCUS*	BARTHOLD/ALMAND/D&H CATTLE CO.	ARDMORE, OKLAHOMA

*\*This bull was also the ABBI Classic World Champion.*



## ABBI FUTURITY WORLD CHAMPION BULL

The ABBI Futurity World Champion is the 2-year-old bull with the highest score when his Top 10 marks of the season are averaged together with his two-round scores at the Futurity Finals. Through 2012, bulls qualified for the event based on points accumulated during the regular season. Starting in 2013, the event was open to all ABBI-registered, futurity-age bulls. Beginning in 2018, the event featured the Top 60 qualifiers based on regular-season money won.

YEAR	BULL	STOCK CONTRACTOR	LOCATION
2023	BUCK BIDEN	(BUCKIN FUN GROUP/HILTON BULL CO)	DAYTON, TEXAS
2022	MR. VAQUERO	BUCK CATTLE/D&H CATTLE	ARDMORE, OKLAHOMA
2021	SUCKER PUNCH	TOMMY JULIAN/JIRL BUCK/D&H CATTLE CO.	ARDMORE, OKLAHOMA
2020	LITTLE V	CORD MCCOY/KEVIN GRABER	ADA, OKLAHOMA
2019	CHERRY BOMB	FLINN/D&H CATTLE CO.	ARDMORE, OKLAHOMA
2018	RIDIN SOLO	SARA & CORD MCCOY/STEVE BEST	ADA, OKLAHOMA
2017	AUDACIOUS	444 BUCKING BULLS/D&H CATTLE	ARDMORE, OKLAHOMA
2016	TANGO	WYATT CROWDER BUCKING BULLS	FORT LUPTON, COLORADO
2015	FREQUENT FLYER	D&H CATTLE CO. /ERWIN CATTLE	ARDMORE, OKLAHOMA
2014	GRUMP	HARRISON/D&H	ARDMORE, OKLAHOMA
2013	AMIGO II	STOLTZFUS CATTLE COMPANY	LEON, IOWA
2012	JUNGLE FEAR	PILLOW BUCKING BULLS	LAWTON, OKLAHOMA
2011	JUNGLE SMOKE	PILLOW/BARRETT	LAWTON, OKLAHOMA
2010	RAGIN J.T.	TUTTLE/JAYNES GANG	BEAUMONT, TEXAS
2009	PURE SMOKE	SCOTT ACCOMAZZO	STEPHENVILLE, TEXAS
2008	COPP HOU	JERRY COPP	TULSA, OKLAHOMA
2007	DEJA BLU	JUSTIN MCKEE	WINSTON-SALEM, N.C.
2006	COMET'S GOLD	LYNDAL HURST/VERNON GUIDRY	MADISONVILLE, TEXAS
2005	CRAZY TRAIN	D&H CATTLE CO.	ARDMORE, OKLAHOMA
2004	STRAY KITTY	D&H AND BUCK	ARDMORE, OKLAHOMA



## RIDER BIOS

Alves, Silvano . . . . .	17	Lockwood, Jess. . . . .	120
Alvidrez, Andrew . . . . .	20	Losnake, Vitor . . . . .	123
Aparecido, Eduardo . . . . .	24	Loud, Kaiden . . . . .	125
Barbosa, Dener . . . . .	28	Louis, Dakota. . . . .	127
Batista, Sandro . . . . .	32	Madsen, Briggs . . . . .	130
Branton, Dawson. . . . .	34	Madsen, Kade . . . . .	133
Bunch, Caden . . . . .	36	Mast, Marcus . . . . .	135
Buttar, Dakota . . . . .	38	Mitchell, Bob . . . . .	138
Caminhas, Ednei . . . . .	42	Mitchell, Ezekiel . . . . .	140
Campbell, Boudreaux. . . . .	45	Montanha Jr., Claudio . . . . .	143
Campos, Joao Lucas . . . . .	48	Oleson, Brady . . . . .	146
Castro, Luciano de . . . . .	50	Oliver, Kyler . . . . .	149
Cerqueira, Alex . . . . .	53	Outlaw, Chase . . . . .	152
Crimber, John . . . . .	56	Pacheco, Kaique . . . . .	156
da Silva, Wingson Henrique . . . . .	58	Pereira, Marcelo Procopio . . . . .	160
Davis, Cooper . . . . .	60	Petri, Jesse . . . . .	165
Dias, Cassio . . . . .	64	Pollmeier, Tate. . . . .	168
Divino, Lucas . . . . .	67	Randolph, Braidy . . . . .	170
Dougherty, Chase . . . . .	70	Redd, Trace . . . . .	172
Felipe, Furlan. . . . .	73	Richardson, Austin . . . . .	174
Ferreira, Leonardo . . . . .	75	Robbins, Coy . . . . .	177
Fielder, Brady . . . . .	77	Roberts, Casey . . . . .	180
Fritzlan, Colten. . . . .	81	Rogers, Wyatt . . . . .	182
Frost, Josh . . . . .	84	Salgado, Thiago . . . . .	184
Halverson, Conner . . . . .	87	Santos, Rafael Henrique dos. . . . .	187
Hevalow, Koltin . . . . .	90	Souza Junior, Manoelito de. . . . .	190
Jeremias, Elizmar . . . . .	92	Swearingen, Daylon . . . . .	193
Jesus, Cody . . . . .	94	Taylor, Mason. . . . .	197
Kasel, Dalton . . . . .	95	Tetz, Nick . . . . .	200
Keeping, Daniel. . . . .	101	Valleiras, Guilherme . . . . .	204
Kimzey, Sage . . . . .	103	Vastbinder, Eli . . . . .	206
Kolbaba, Derek . . . . .	106	Vieira, Joao Ricardo . . . . .	210
Lane, Michae . . . . .	109	Whitehorse, Keyshawn. . . . .	214
Leme, Jose, Vitor . . . . .	112	Zivieri, Flavio. . . . .	217
Lima, Ramon, de. . . . .	117		



## Silvano Alves (Sill-vah-no All-vez)

Silvano Alves is arguably one of the greatest bull riders to ever compete with the PBR. He is one of only two three-time PBR World Champions and the first back-to-back World Champion in history. He also holds the PBR record for 24 consecutive qualified rides. Adding to his laundry list of accomplishments, Alves has earned more than \$6.5 million in competition, the second most of any rider. In 2022, he added a new accolade to his resume, riding for the inaugural PBR Teams Champion Nashville Stampede after going undrafted and being signed by the team as a free agent with the season already underway.

### PHOTOS

(COURTESY ANDY WATSON/BULL STOCK MEDIA)

#### WORLD CHAMPIONSHIP TITLES

2011, 2012, 2014

#### WORLD FINALS APPEARANCES

14

#### HOMETOWN

PILAR DO SUL, BRAZIL

#### RESIDENCE

DECATUR, TEXAS

#### HEIGHT

5'10"

#### WEIGHT

150

#### BORN

11/23/87

#### RIDING HAND

RIGHT

#### CAREER EARNINGS

\$6,594,424\*

#### HIGH-MARKED RIDE

92.5 POINTS, TWICE, MOST RECENTLY ON SMACKDOWN AT LAST COWBOY STANDING IN LAS VEGAS ON MAY 11, 2013



#### AWARDS

- THREE-TIME PBR WORLD CHAMPION (2011-2012; 2014)
- MEMBER OF THE 2022 PBR TEAMS CHAMPION NASHVILLE STAMPEDE
- 2017 GLOBAL CUP EDMONTON EVENT QUALIFIER - TEAM BRAZIL
- 2014 PBR WORLD FINALS EVENT WINNER
- 2010 PBR ROOKIE OF THE YEAR

## TEAMS TRANSACTIONS

- August 8, 2022: Silvano Alves signed as a free agent to the Protected Roster by the Nashville Stampede.
- March 10, 2023: Signed as a free agent to the Protected Roster by the Nashville Stampede.

## JOURNEY TO THE PBR:

- Now one of the sport's legends, Silvano Alves began riding bulls in Brazil at the age of 15, learning from his father, grandfather and uncles, all of whom were bull riders.
- His mother, however, did not want him riding bulls. Alves would sneak away while his parents were at work, riding his bike to nearby farms to test his skills against their calves.
- His sly behavior came to an end when he cut his ear while riding at a friend's house, forcing him to call his mom to take him to the hospital. Alves didn't get in much trouble, but his parents asked that he wear a helmet when he rode.
- He attended his first rodeo with his father in 2004, where they both competed. Alves was too young to drive, so his dad made arrangements with truckers heading toward rodeo cities.



**CAREER IN REVIEW:**

- Winning a PBR gold buckle is one of the most challenging feats in sports, and Alves has the distinction of being the first rider in history to win consecutive PBR World Championships in 2011 and 2012. Moreover, he is one of only two three-time PBR World Champions, winning a third title in 2014 to match Adriano Moraes (1994, 2001 and 2006).
- Alves is also one of only two riders to be named Rookie of the Year (2010) and World Champion (2011) in consecutive years.
- Alves' record-setting third world title included part of his PBR-record 24 consecutive rides on the elite tour.
- Alves has won more than \$6.4 million in career earnings, ranking him second amongst all-time money earners.
- In 2022, Alves continued to etch his name in the record books, riding for the inaugural PBR Teams Champion Nashville Stampede. After going undrafted, Alves was signed by the Stampede after the season was already underway, instantly proving a key force on their roster.

**2008-2010**

- After making his PBR debut in Brazil in August 2008, finishing sixth at the iconic Barretos rodeo, Alves brought his talents stateside, first competing on American soil on the Touring Pro Division in Missouri in November 2009.
- In 2010, Alves made his Unleash The Beast debut with a statement, winning his career first event on the premier series in Nampa, Idaho, in April going a perfect 4-for-4.
- As the 2010 season unfurled, Alves won a collective three events earning \$321,580 and never bucking off more than three bulls in a row en route to the year's PBR Rookie of the Year title.

**2011-2014**

- In his sophomore season on the elite tour in 2011, after earning eight Top 5 finishes, including an event victory, Alves took over the world No. 1 ranking following his third-place finish in Thackerville, Oklahoma, in July. He remained the top-ranked rider for the final 10 weeks and finished third at the year's PBR World Finals, winning his first PBR World Championship.
- Not missing a beat, in 2012, Alves became the first back-to-back PBR World Champion. His season included two event victories, and a 15/15 Bucking Battle win, in addition to a sixth-place result at the year's PBR World Finals.
- After narrowly being bested for the PBR World Championship in 2013, finishing No. 2 in the world, Alves became just the second three-time PBR World Champion in league history in 2014.
- Outside of the top spot all season long, Alves made a come-from-behind surge to claim his third gold buckle after going 6-for-6 at the 2014 PBR World Finals, also winning the coveted event title.

**2015-2017**

- After breaking his hip in April 2015 in Nampa, Idaho, Alves returned to the elite Unleash The Beast for a full season again in 2016. Despite a mediocre start, he finished strong, going 19-for-33 in the second half of the season, including a 3-for-6 performance at the PBR World Finals.
- In 2017, Alves finished just outside the Top 10, ranked No. 11, rising from No. 22 at the start of his eighth World Finals, where he finished second after going 4-for-6, capped by a 90-point ride in the championship round, his high-marked ride of the season.
- Initially the alternate for Team Brazil at the inaugural Global Cup in Canada in November 2017, Alves was called to ride, adding a score to his home nation's total.

**2018-2019**

- After finishing an uncharacteristic No. 32 in the world in 2018, Alves was once again afflicted by injury in 2019. In September, while riding in Springfield, Missouri, Alves ruptured a kidney, abruptly ending his season.
- Despite qualifying for his 10th PBR World Finals, he was unable to compete, finishing the year No. 27 in the world.



**2000-2022**

- In 2020, Alves won his first premier series event since 2016 when he dominated the Unleash The Beast event in Tulsa, Oklahoma.
- Going 3-for-5 at the PBR World Finals to finish 11th, Alves concluded the year No. 20 in the world.
- In 2021, Alves finished the season ranked inside the world's Top 10 for the first time since winning his third gold buckle in 2014.
- His regular-season campaign included one 90-point ride and five Top-5 finishes on the premier series.
- Alves capped the year with a resurgent performance at the 2021 World Finals, going 5-for-6 to finish fourth. In his last out of the year, which marked his fifth consecutive 8-second effort, Alves delivered his second 90-point ride of the season, covering Moonlight Party for 91.5 points.
- During the 2022 individual season, despite a quick start to the campaign which included four Top 25 finishes to start the year, Alves stumbled, narrowly qualifying for his 12th career PBR World Finals and finishing the season No. 39 in the world. His season's top effort on the premier series was a sixth-place result in St. Louis, Missouri.
- After going undrafted during the inaugural PBR Teams Draft, Alves turned to the Challenger Series. After logging seven Top 10 finishes across the 11 events he entered, Alves was signed as a free-agent by the Nashville Stampede in mid-August.
- Making his Teams debut during Nashville's first homestand, Alves proved his worth instantly, delivering a crucial 85.25- points ride atop Yatesy Down Under to give his team the walk-off win against the Texas Rattlers.
- After the Stampede concluded the regular season last in the standings, Alves delivered two key scores during Nashville's Cinderella run through the three-day tournament to be crowned the 2022 PBR Teams Champions. Alves first rode Game Over for 86.25 points when the Stampede defeated the No. 1 Austin Gamblers in the second round of the event, then dominated Hunter for 85.5 points during Nashville's victory in the Championship game against the Arizona Ridge Riders.

**2023**

- While Alves was once again a staple on the premier series, he was unable to challenge for his unprecedented fourth World Championship, finishing the 2023 season ranked No. 21 in the standings.
- After a quick start to the season, recording at least one ride in his first six events, leading to three Top-10 finishes, Alves surged to the No. 8 spot in the standings.
- As the season progressed, Alves earned just two additional Top 10 finishes before qualifying for his 14th consecutive PBR World Finals.
- In Fort Worth, Alves went 1-for-7 to finish 28th at the PBR's 30th Anniversary World Finals.
- Returning to the Nashville Stampede for the 2023 PBR Teams season, Alves regained his championship form. He led the Nashville Stampede by going 15-for-27 during the regular season, finishing third in the 2023 PBR Teams MVP race.
- During the league's second season, Alves achieved an important career milestone. During the Camping World Team Series' regular-season finale in Fort Worth, Texas in early October, Alves began a perfect 3-for-3 weekend by becoming the fourth rider in PBR history to record 500 career rides in elite-level PBR competition. The score was an 84.75-point ride aboard True Religion which helped the Stampede upset the No. 1 Austin Gamblers. The Stampede finished No. 7 in the regular season standings with an 11-17 record.
- Looking to repeat their Cinderella run from 2022, the Nashville Stampede faced off against the No. 4 Oklahoma Freedom in Round 1 of the 2023 PBR Teams Championship. Despite three Stampede rides, including a game-best 88.25-point ride atop Falcon Eddie from Alves, the Freedom won by a mere 0.5 points, 262-261.5, to send Nashville to the first Last Chance Game. In the three-way showdown, Nashville was unable to rebound, ultimately eliminated by the Missouri Thunder, ending the team's dreams of back-to-back Championships.
- Alves next headed up north to Canada to compete at the PBR Canada National Finals in



Edmonton, Alberta. The veteran remained red-hot, topping Razors Edge for 84.5 points in Round 1 and Sicario for 79.25 points in Round 2. After riding Times A Tickin for 85 points in Round 3, Alves rocketed out of the chutes on Happy Camper in the final round looking to remain perfect for a chance at the buckle, but was bucked off in 6.61 seconds. He finished the event ninth courtesy of his 3-for-4 performance.



## Andrew Alvidrez

Former powerlifter Andrew Alvidrez is proving to be one of the sport's most determined athletes. Breaking through to the PBR's elite tour for the first time in 2020, the determined Texan is one of the sport's pre-eminent talents, likely to be a force in the coming seasons as he continues to pursue new milestones. Following a career year in 2023 where he won his first two premier series events and finished in the Top 10 for the first time in his career, Alvidrez now has his eyes set on not only winning an individual gold buckle but also bringing a PBR Teams Championship to the Missouri Thunder.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

4

### HOMETOWN

SEMINOLE, TEXAS

### RESIDENCE

SAN ANGELO, TEXAS

### HEIGHT

5'5"

### WEIGHT

160

### BORN

9/15/96

### RIDING HAND

RIGHT

### CAREER EARNINGS

\$561,475\*

### HIGH-MARKED RIDE

91.75 POINTS ON  
YELLOWKNIFE IN  
MANCHESTER, NEW HAMPSHIRE,  
ON DECEMBER 18, 2023



### AWARDS

- MEMBER OF THE 4TH-PLACE MISSOURI THUNDER DURING THE 2023 PBR TEAMS SEASON
- 2023 LANE FROST/BRENT THURMAN AWARD WINNER
- 2022 PBR TEAMS FOURTH-ROUND DRAFT PICK
- 2018 PBR TOURING PRO DIVISION CHAMPION

## TEAMS TRANSACTIONS

- May 23, 2022: Selected in the fourth round of the PBR Teams Draft by the Missouri Thunder.
- February 16, 2023: Marked as a Protected Rider by the Missouri Thunder.

## JOURNEY TO THE PBR:

- Starting his career at a young age, Andrew Alvidrez attempted his first animal counterpart at the age of three when he climbed upon a sheep to compete in mutton busting. He quickly developed a love and sense of comfort on top of an animal.
- At age eight, Alvidrez began to take Western sports more seriously, advancing to riding steers.
- Inspired by three-time PBR World Champion Adriano Moraes, Alvidrez remembers staying up late with his dad to watch PBR events to study how the pros made their moves.



**CAREER IN REVIEW:****2014-2018**

- Alvidrez made his PBR debut in November 2014 at the Touring Pro Division stop in San Antonio, Texas where he found immediate success, finishing seventh.
- Less than a year later, Alvidrez won his first PBR event, topping the field at a subsequent Touring Pro Division stop in San Antonio in July 2015.
- The Texan continued to have intermittent success throughout 2015, and into 2016 and 2017.
- However, in 2018, he broke through, earning the year's Touring Pro Division Championship after logging three wins and an additional seven Top 10 finishes on the league's developmental tour. As a result of his success on the Touring Pro Division, Alvidrez earned a bid to the 2018 PBR Pendleton Whisky Velocity Tour Finals.

**2019-2020**

- While 2019 was another rollercoaster season for Alvidrez, in 2020, he reached numerous career milestones.
- He began the year on the Pendleton Whisky Velocity Tour frequently at the top of the leaderboard, racking up four Top 10 finishes through the first two months of the season to crack the Top 35 and earn his career-first berth to the elite Unleash The Beast.
- Alvidrez made his premier series debut in March in Little Rock, Arkansas, where he finished second, earning a near permanent place on the elite tour.
- As the season continued, in addition to logging an additional runner-up effort in Billings, Montana, Alvidrez also recorded his first 90-point score, a 91.25-point ride on Medicine Man in Montana.
- The Texan concluded the season with his career-first qualification to the PBR World Finals, however, was unable to compete due to a neck fracture sustained in October while riding in Tulsa, Oklahoma. He finished a then career-best No. 26 in the world.

**2021**

- Alvidrez returned to competition in March 2021, logging back-to-back Top 15 results at his first two appearances on the Unleash The Beast, 12th in both Kansas City, Missouri, and Louisville, Kentucky.
- Steadily climbing the world rankings, Alvidrez was back atop the podium during the premier series' summer break, winning on the Touring Pro Division in Livingston, Montana, and on the Pendleton Whisky Velocity Tour in Memphis, Tennessee.
- Alvidrez was a near constant presence on the elite tour for the remainder of the year, finishing a career-best second in September in Anaheim, California, en route to his second consecutive PBR World Finals qualification.
- Riding inside T-Mobile Arena for the prestigious championship event, Alvidrez went 1-for-4 to finish 26th, concluding the year No.26 in the standings for the second consecutive season.

**2022**

- Alvidrez began the 2022 season hot, delivering a fourth-place effort in one of the initial Unleash The Beast events of the season in New York City. Finding mixed success as the campaign continued, Alvidrez logged two accompanying Top 10 finishes before qualifying to the third PBR World Finals of his career.
- At the debut PBR World Finals in Fort Worth, Alvidrez delivered, going 3-for-8 to finish a career-best 10th at the bull riding's most prestigious event.
- The day after the World Finals concluded, Alvidrez was drafted in the fourth round of the inaugural PBR Teams Draft, with the 28th overall pick, by the Missouri Thunder.
- Proving to be one of the team's most dependable riders, Alvidrez helped the Thunder win their game at the league's debut event in Cheyenne, Wyoming.
- As the PBR Teams' 2022 season continued, Alvidrez went 11-for-24 during the regular-season, key in the team's 13-15 overall record which led them to advance to the first PBR Teams Championship ranked No. 6.



- In Las Vegas, however, the team stumbled, losing to the Arizona Ridge Riders in Round 1, and later being eliminated in the Last Chance Game by the Oklahoma Freedom.

**2023**

- In 2023, Alvidrez had a career-year, finishing inside the Top 10 for the first time in his career and winning his first two premier series events.
- Alvidrez started the season on fire, finishing inside the Top 5 in seven of his first eight events, including back-to-back wins in Manchester, New Hampshire, and Albany, New York. These victories marked his career-first premier series wins and propelled him to the No.1 rank in the fierce World Championship Race for six weeks.
- After relinquishing No. 1 ranking, Alvidrez remained a consistent presence inside the world's Top 10, adding three more Top-10 finishes through March.
- In May, Alvidrez began his fourth career PBR World Finals No. 6 in the Unleash The Beast standings after a slight downturn in April.
- While Alvidrez knew he needed to rally to take back the No. 1 spot, he was bucked off in the first four rounds.
- In Round 5, however, Alvidrez's championship-contending form was on full display as he rode Red Mosquito for a mammoth 91.5 points. The score won the round, as well as the Lane Frost/Brent Thurman Award, presented to the rider who logs the highest-marked ride at the PBR World Finals.
- The big score would be the only time Alvidrez would make the 8 at the World Finals. He concluded the event 13th, going 1-for-7 and sliding to a career-high No. 7 spot in the Unleash The Beast standings to conclude the season.
- During the second season of PBR Teams, Alvidrez went 4-for-17 for the Missouri Thunder as they concluded the regular season No. 8 in the league with an 8-20 record.
- At the 2023 PBR Teams Championship, the Thunder proved their resilience in Las Vegas. After falling to the eventual champion Texas Rattlers, 174-84.5, in Round 1, Missouri rallied and won the first Last Chance Game to advance to Round 2 of the progressive elimination tournament for the first time in team history.
- As competition continued, the Thunder were barely edged by the regular season No. 1 Austin Gamblers, 177.75-174.75, in Round 2, despite an 88-point ride from Alvidrez aboard Dana White's Twisted Steel but made PBR Teams Championship history by also winning the second Last Chance Game to advance to the Semifinals where they would again play the No. 1 Austin Gamblers, yet another first for the league.
- In the Semifinals, after establishing an early two-ride lead, the Thunder were defeated in walk-off form, eliminated on the final out, 256-172, before being shut out in the Third Place Game against the Arizona Ridge Riders. The Thunder ultimately concluded the 2023 season No. 4 in the league.



**EDUARDO APARECIDO** (Ah-pair-a-see-doo)

While he may be known as “Fast Eddy,” veteran Brazilian bull rider Eduardo Aparecido is a consistent force amongst the PBR’s elite ranks. Aparecido has proven he is capable of excelling on the sport’s biggest stages, going 7-for-8 in Las Vegas during the first two PBR Teams Championships for the Arizona Ridge Riders. However, two titles continue to elude Aparecido, that of PBR World Champion, as well as a PBR Teams Champion.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

**WORLD FINALS APPEARANCES**

12

**HOMETOWN**

GOUVELÂNDIA, BRAZIL

**RESIDENCE**

DECATUR, TEXAS

**HEIGHT** **WEIGHT**

5'8" 160

**BORN**

6/4/90

**RIDING HAND**

RIGHT

**CAREER EARNINGS**

\$2,350,858

**HIGH-MARKED RIDE**

93.25 POINTS ON ROY DURING THE CHAMPIONSHIP ROUND OF THE PBR WORLD FINALS IN LAS VEGAS, NEVADA, ON OCTOBER 26, 2014

**AWARDS**

- 2022 PBR TEAMS THIRD-ROUND DRAFT PICK BY THE ARIZONA RIDGE RIDERS
- MEMBER OF THE 2ND PLACE ARIZONA RIDGE RIDERS DURING THE 2022 PBR TEAMS SEASON
- MEMBER OF THE 3RD PLACE ARIZONA RIDGE RIDERS DURING THE 2023 PBR TEAMS SEASON
- FOUR-TIME PBR GLOBAL CUP TEAM BRAZIL QUALIFIER
- TWO-TIME PBR GLOBAL CUP CHAMPION (2018-2019)

**TEAMS TRANSACTIONS**

- May 23, 2022: Selected in the third round of the PBR Teams Draft by the Arizona Ridge Riders.
- February 23, 2023: Marked as a Protected Rider by the Arizona Ridge Riders.

**JOURNEY TO THE PBR:**

- As a kid, Eduardo Aparecido watched rodeos on television, telling himself that one day he would ride bulls.
- He prepared for his future career by taking practice rides at a ranch where he worked.
- Aparecido admires two-time World Champion and Nashville Stampede Head Coach Justin McBride for his “perfect riding style,” and he looks to three-time PBR World Champion Silvano Alves and two-time PBR World Champion J.B. Mauney as role models as well.



**CAREER IN REVIEW:****2011-2016**

- After finishing second in PBR Brazil in 2011 and 2012, Aparecido debuted on the elite PBR Unleash The Beast at the 2012 PBR World Finals, where he delivered one qualified ride to finish 28th.
- After becoming a consistent presence on tour in 2013, the surging Brazilian began to turn heads in 2014.
- In addition to capturing his career-first regular-season event win, dominating the field in Nampa, Idaho, Aparecido also logged his first 90-point ride on the premier series, and what remains his career-high marked ride, a 93.25-point score on Roy at the 2014 World Finals, where he finished a career-best fourth and concluded the year No. 6 in the world.
- In 2015, Aparecido rode to a second consecutive fourth-place effort at the World Finals and ended the year ranked No. 11, while he finished No. 7 in 2016.

**2017**

- Aparecido had a breakout season in 2017, winning his first PBR Major in Arlington, Texas, in February and three additional regular-season event titles.
- His first stint as the No. 1 rider in the world lasted six months, with his lead swelling in excess of 1,000 points at one point.
- The season ended with Aparecido ranked No. 3 in the world after he rode at his sixth PBR World Finals.
- Another highlight of the season included Aparecido's selection to Team Brazil for the inaugural PBR Global Cup, adding one qualified ride to the team's runner-up finish.
- Earning \$342,736.63 throughout the season, Aparecido eclipsed \$1 million in career earnings, becoming the 32nd rider in league history to accomplish the feat.

**2018-2019**

- During the 2018 season, fans witnessed another World Championship contending performance from the consistent Brazilian.
- Concluding the year No. 10 in the world, Aparecido, who was victorious once during the regular-season in Glendale, Arizona, capped his year with a ninth-place finish at the PBR World Finals.
- Aparecido again competed for Team Brazil at 2018 PBR Global Cup in Australia, covering two bulls en route to his nation's first victory at the international event.
- Compared to 2017 and 2018, the 2019 campaign took at much different path for Aparecido.
- While he made his eighth appearance at the PBR World Finals, where he went 2-for-5, both of which were for 90 points, the season wrapped with Aparecido ranked No. 23 in the world.
- Aparecido was also a member of the 2019 PBR Global Cup USA Champion Team Brazil, marking his third appearance at the team event.

**2020**

- After an uncharacteristic 2019 season, Aparecido rebounded in 2020 finishing No. 12 in the world.
- Beginning his campaign in Australia, Aparecido quickly climbed the world rankings after earning 20 points compliments of a runner-up finish at the nation's Iron Cowboy.
- Once back in the United States, Aparecido rode to a seventh-place finish at the season-launch Unleash The Beast Major in New York City. In the subsequent months, Aparecido logged three additional Top 10 finishes prior to the season briefly pausing as the world responded to the onset of the COVID-19 (coronavirus) pandemic.
- After travelling home to Brazil for five months, Aparecido returned to elite Unleash The Beast in September for the three-day event in Billings, Montana.
- Aparecido finished the regular season with two additional Top 10 finishes en route to qualifying for the ninth PBR World Finals of his career, where he was sixth.
- In addition to his elite tour accomplishments, Aparecido was again selected for Team Brazil for the 2020 PBR Global Cup USA, adding one score to the nation's third-place finish.



**2021-2022**

- Despite being a staple on the elite Unleash The Beast throughout 2021, Aparecido once again dipped in the rankings at year's end, finishing the campaign No. 27.
- His year was headlined by a fourth-place result on the elite Tour in Glendale, Arizona, along with an additional seven Top 10 results.
- While he seemingly hit his stride at the end of the regular season, delivering a ninth-place finish in Manchester, New Hampshire, and tenth-place result in Lincoln, Nebraska, Aparecido was shut out at the tenth PBR World Finals of his career, going 0-for-4. In 2022, Aparecido was able to bounce back into the Top 20, finishing No. 15 in the race for the PBR World Championship.
- His season was highlighted by three straight third-place finishes on the premier series, the first of which came in March in Kansas City, Missouri, pushing him from No. 21 to No. 14 in the standings. He replicated his bronze showings in Albuquerque, New Mexico and Sioux Falls, South Dakota, allowing Aparecido to reach a season-best No. 10 ranking in the world.
- At the debut World Finals in Fort Worth, Texas, Aparecido went 3-for-8 to finish 11th place at the event and No. 15 in the world.
- One day after the individual season ended, Aparecido was taken in the third round of the inaugural PBR Teams Draft by the Arizona Ridge Riders. The Brazilian proved to be a solid addition to the roster, going 12-for-21 during the regular season and helping Arizona finish with a 14-13-1 record, including a six-game win streak from August 20 to September 9, where Aparecido went a sizzling 5-for-6.
- In Las Vegas for the first PBR Teams Championship, Aparecido and the Ridge Riders once again found that mid-season form that briefly led them to be No. 1 in the league. Aparecido went a perfect 4-for-4 during the tournament, helping to lead his team past the Missouri Thunder in Round 1 and the Texas Rattlers in Round 2. In the Semifinals, the Ridge Riders eliminated the Oklahoma Freedom to advance to the Championship Game versus the Nashville Stampede. Despite Aparecido's 91.5-point ride atop Pickle Moonshine, Arizona fell to the Stampede, finishing second in the league's first season.

**2023**

- Aparecido was once again a staple in the Top 20 throughout the Unleash The Beast season, finishing just outside the Top 10 after attending his 12th career PBR World Finals.
- As the season got underway, Aparecido experienced mixed success, finishing inside the Top 20 at his first five events of the season, before breaking through with a second-place result at Madison Square Garden in New York City to begin the 2023 calendar year. Aparecido was ranked No. 7 in the Unleash The Beast standings by early January.
- While a perfect weekend continued to elude the veteran rider, Aparecido delivered at least one score in eight of his next nine events. The stretch, which included a second-place result during the 15/15 Bucking Battle and a fifth-place effort in the main event in Sioux Falls, South Dakota, led Aparecido to be ranked No. 11 with less than one month remaining in the regular season.
- April was Aparecido's best month, placing 11th in Nampa, Idaho, before winning his first event of the year in Everett, Washington. He then finished 11th in Tacoma, Washington, before ending the regular season with a fourth-place finish in Louisville, Kentucky, to move up to the No. 8 spot in the Unleash The Beast standings.
- At the PBR's 30th Anniversary World Finals, mirroring his regular season, Aparecido was unable to put together a complete weekend. Going 1-for-7 in Fort Worth, Aparecido tied for 25th at the World Finals to conclude the year No. 11 in the Unleash The Beast standings.
- During the second season for the PBR Teams league, Aparecido returned to the Arizona Ridge Riders' starting lineup, going 8-for-24 to help his team go 13-15 during the regular season. After a slow start, the Ridge Riders made a mid-season surge, winning six consecutive games, including an overall event win at Freedom Fest in Oklahoma City, Oklahoma. While the squad lost steam towards the season's end, they still finished No. 5 in the regular season standings.
- During the 2023 PBR Teams Championship in Las Vegas, Aparecido extended his postseason ride streak to four to help defeat the Carolina Cowboys, 344-265.5, in Round 1.
- In Round 2, they then went head-to-head with the No. 2 Kanas City Outlaws, as Aparecido



converted again, and the Ridge Riders advanced to their second-consecutive Semifinals with a 160.25-86.75 victory.

- After being shut out 175.25-0 by the eventual champion Texas Rattles in the Semifinals, Arizona bounced back one more time, trouncing the Missouri Thunder, 344.75-0, in the Third Place Game. After a buckoff in the Semifinals, Aparecido rebounded in the Third-Place game, making him 7-for-8 in the playoffs across the league's first two seasons.



## DENER BARBOSA

Inspired by the likes of three-time PBR World Champion Adriano Moraes, Brazilian sensation Dener Barbosa has emerged as one of the most consistent riders in PBR...when healthy. After being crowned the 2016 PBR Brazil Champion, Barbosa has battled through a host of injuries to remain a consistent presence inside the Top 20. Finally able to stay healthy and put together a career year in 2023, Barbosa proved he is a true gold buckle contender when he can avoid injury, while also being a force within the PBR Teams league.

 @DENERBARBOSA986

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS QUALIFICATIONS

7

### HOMETOWN

PAULO DE FARIA, BRAZIL

### RESIDENCE

DECATUR, TEXAS

### HEIGHT

5'7"

### WEIGHT

150

### BORN

4/19/94

### RIDING HAND

LEFT

### CAREER EARNINGS

\$1,067,495\*

### HIGH-MARKED RIDE

92 POINTS, TWICE, MOST RECENTLY ON UTZ BESTEX SMOKESTACK DURING THE 15/15 BUCKING BATTLE IN ALBUQUERQUE, NEW MEXICO, ON MARCH 25, 2022



### AWARDS

- 2022 PBR TEAMS DRAFT SECOND-ROUND PICK BY THE NASHVILLE STAMPEDE
- MEMBER OF THE 2022 PBR TEAMS CHAMPION NASHVILLE STAMPEDE
- THREE-TIME PBR GLOBAL CUP TEAM BRAZIL QUALIFIER
- 2018 PBR GLOBAL CUP AUSTRALIA CHAMPION
- 2016 PBR BRAZIL CHAMPION

### TEAMS TRANSACTIONS

- May 23, 2022: Selected in the second round of the PBR Teams Draft by the Nashville Stampede.
- February 10, 2023: Marked as a Protected Rider by the Nashville Stampede.

### JOURNEY TO THE PBR:

- Dener Barbosa's riding career began at age 13 when he got on his first bull at his grandfather's ranch.
- The teenager learned the sport from watching older bull riders compete, taking great inspiration from three-time PBR World Champion Adriano Moraes, Fabricio Alves and Vilmar Felipe, who also hailed from Barbosa's hometown.
- Barbosa had an instant knack for the sport, and by the age of 18, had already captured a Brazilian national title.



**CAREER IN REVIEW:****2016**

- For Barbosa, 2016 was a banner year.
- He clinched the PBR Brazil Championship by going 5-for-5 at the prestigious Barretos bull riding event and concluded the PBR Brazil competition year getting bucked off just six times in 66 attempts, resulting in an astounding 90.91-percent riding average.
- For his accomplishments, Barbosa was invited to compete at the 2016 PBR Pendleton Whisky Velocity Tour Finals, finishing eighth and qualifying for his first-ever PBR World Finals where he rode three consecutive bulls to finish 16th.

**2017**

- In 2017, Barbosa was a fixture on the elite Unleash The Beast and a top competitor in the battle for Rookie of the Year honors, finishing second, 186.67 points behind countryman Jose Vitor Leme.
- After finishing runner-up at three regular-season events in 2017, Barbosa notched his first elite tour win in Raleigh, North Carolina as the only rider to go a perfect 3-for-3.
- Qualifying for his second PBR World Finals, Barbosa finished the Las Vegas event fifth, capped by the then high-marked ride of his career, 89.5 points, in the championship round aboard YETI PBR World Champion Bull contender Pearl Harbor, who in 17 outs at PBR events was ridden just twice in 2017. Barbosa finished his rookie season No. 8 in the world.

**2018-2019**

- Continuing his momentum into the New Year, Barbosa began the 2018 campaign in successful fashion. Active prior to the start of the Unleash The Beast tour schedule, he logged an event win in addition to an accompanying Top 5 finish on the Pendleton Whisky Velocity Tour.
- Through the first three months of the season, Barbosa logged four Top 10 finishes, allowing him to briefly hold the world No. 1. However, in mid-March in Duluth, Georgia, his season was put on abrupt hold, breaking his foot and needing a subsequent surgery requiring 12 screws, two plates and two pins.
- In his first event back, Barbosa returned in June to represent Team Brazil at the 2018 PBR Global Cup Australia in Sydney, where he went 1-for-2 to help his nation to victory.
- Despite the several-month absence from competition, Barbosa earned one additional Top 10 finish, and qualified for his third career PBR World Finals as the world No. 12 rider. Finishing 22nd at the season-culminating event, Barbosa finished his sophomore season No. 15 in the world.
- Undergoing shoulder surgery at the end of 2018, Barbosa didn't return to competition until May 2019. Unable to regain his championship contending form, the Brazilian was cut from the elite Unleash The Beast after going 9-for-21, and finished the year an uncharacteristic No. 70 in the world.

**2020**

- In 2020, Barbosa was back to his winning ways. He won the PBR Pendleton Whisky Velocity Tour's event in Jacksonville, Florida, and quickly returned to the Unleash The Beast, making his season debut in mid-January in Manchester, New Hampshire where he was fifth.
- A fixture on the premier series for the remainder of the year, Barbosa delivered three additional Top 10 efforts before winning the historic crowd-less Unleash The Beast event in Duluth, Georgia, with fresh stitches in his free hand as PBR was the last major sport in competition before the full public event shut-down at the onset of the COVID-19 (coronavirus) pandemic.
- After travelling home to Brazil for several months, Barbosa returned to the United States for PBR competition in time for the Unleash The Beast tour stop in Billings, Montana in mid-September. His return, however, was short lived. In Round 1 of the event, Barbosa was stepped on by Swagger, breaking his jaw, which needed surgical repair.
- Determined to end the season on a high note, Barbosa returned in time to compete at both the Velocity Tour Finals, where he was 8th, and the 2020 PBR World Finals, where he finished 23rd. He concluded the year No. 17 in the world.
- The 2020 season also featured Barbosa returning to compete for Team Brazil at the second installment of the PBR Global Cup in Arlington, Texas.



**2021**

- The 2021 season was a career-best for Barbosa, capping the year ranked No. 7 in the world, despite battling a shoulder injury.
- During the regular season, in addition to winning one event, topping the field in Las Vegas, Nevada, Barbosa also emerged victorious at the 15/15 Bucking Battle in Omaha, Nebraska. Barbosa won the special round courtesy of a 91.25-point ride on Marquis Metal Works Red Clark, now the high-marked effort of his career. The 8-second effort also snapped the bull's 16-out career buckoff streak. To date, Barbosa is the only rider to have covered Red Clark, also going the distance atop the animal athlete for 89.25 points during Round 2 of the 2021 PBR World Finals.
- While a bruised shoulder sustained in Anaheim, California, in mid-September sidelined Barbosa for the final six Unleash The Beast events of the regular season, he successfully returned at World Finals, going 3-for-6, to finish ninth at the grueling, multi-day championship, the second time in his career he finished inside the event's Top 10.

**2022**

- Barbosa followed up his career-best year in 2021 with a strong 2022 season, finishing No. 13 in the world before his year came to a heart-breaking end due to injury.
- At the season-launch event in Indianapolis, Barbosa finished second, rocketing to No. 3 in the world title race. A consistent presence in the world's Top 15, he logged six Top 10 finishes on the premier series before qualifying for his sixth PBR World Finals ranked No. 14 in the world.
- At the debut World Finals in Fort Worth, Barbosa had seemingly found his groove in Round 5, covering Flapjack for a career-best 92 points, but then his season was derailed. Twisted off the side of the bull following the whistle, Barbosa was stepped on by Flapjack in his lower back and ultimately diagnosed with a T12 lower back fracture.
- Despite the injury, Barbosa was selected in the second round of the inaugural PBR Teams Draft by the Nashville Stampede.
- While Barbosa wouldn't attempt a bull for the Stampede during the 2022 season as he recovered from injury, he was alongside the team as they made their Cinderella run through the PBR Teams Championship to be crowned the league's first champions despite finishing the regular-season last.

**2023**

- After battling injuries the past few seasons, Barbosa put together a complete, and healthy, campaign in 2023, finishing inside the Top 10 for the second time in his career.
- One of the most consistent riders in Unleash The Beast competition, Barbosa logged seven Top 20 finishes across his first eight events of the season, firmly ranking him inside the world's Top 30.
- In late February, Barbosa began to climb the standings, finishing Top 5 in back-to-back events. The veteran cowboy then won the 15/15 Bucking Battle in Albuquerque, New Mexico, courtesy of a career-best 92-point ride on UTZ BesTex Smokestack. The win allowed him to crack the Top 10 in the world title race for the first time that season.
- Chasing his first gold buckle, Barbosa got hot at the right time, winning his first event of the year at the Unleash The Beast's regular-season finale in Louisville, Kentucky. His victory, paired with a runner-up result the week prior, rocketed Barbosa to the No. 5 rank ahead of the PBR's 30th Anniversary World Finals.
- In Fort Worth, Barbosa stayed hot in Round 1, riding Froggy for 85.75 points. Unfortunately for the Brazilian, he bucked off in the next four rounds. He kept his title hopes alive in Round 6, posting a masterful 90-point ride on Sugar Smack to win the round. However, Barbosa failed to make the 8 in his final two outs, finishing 2-for-8 and placing ninth in the event.
- The reserved Brazilian concluded the 2023 individual campaign a career-best No. 6 in the Unleash The Beast standings.
- When the PBR Teams league resumed game play in 2023 for its second season, Barbosa went 5-for-14 as he returned to the roster for the Nashville Stampede after missing the entire 2022 season due to injury. However, in 2023, Barbosa once again suffered a setback, missing all of October as the Stampede finished No. 7 in the regular season with an 11-7 record.
- Looking to repeat their Cinderella run from 2022, the Nashville Stampede faced off against the



No. 4 Oklahoma Freedom in Round 1 of the PBR Teams Championship. Despite three rides, the Freedom edged the Stampede by a mere 0.5 points, 262-261.5, to send Nashville to the first Last Chance Game. The Stampede, however, were unable to repeat as the league's Cinderella story, eliminated by the No. 8 Missouri Thunder to end their hopes of a back-to-back Championship.



## SANDRO BATISTA

In 2022, Sandro Batista uprooted his entire life, relocating to the United States from Brazil with the hopes of one day being a World Champion bull rider. Batista quickly found his groove, leading him to be snatched up to compete in the PBR Teams league, proving a key contributor for the Carolina Cowboys in 2022, before being inked by the Kansas City Outlaws in 2023, where he also proved a difference-maker. No longer a newcomer to the PBR stage, Batista is ready to take the next step and win an individual gold buckle and PBR Teams Championship.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### HOMETOWN

PEDRA PRETA, BRAZIL

### RESIDENCE

DECATUR, TEXAS

### HEIGHT    WEIGHT

5'9"            170

### BORN

6/16/1999

### RIDING HAND

RIGHT

### CAREER EARNINGS

\$326,194

### HIGH-MARKED RIDE

HIGH-MARKED RIDE: 91.25  
POINTS ON WOOPAA  
IN MINNEAPOLIS,  
MINNESOTA, ON DECEMBER  
10, 2022.



### AWARDS

- 2022 PBR CHALLENGER SERIES CHAMPIONSHIP EVENT WINNER

## TEAMS TRANSACTIONS

- May 24, 2022: Signed as a free agent by the Arizona Ridge Riders.
- October 4, 2022: Signed to the Protected Roster by the Carolina Cowboys.
- September 27, 2023: Acquired by the Kansas City Outlaws from the Carolina Cowboys.

## JOURNEY TO THE PBR:

- Beginning his riding career at the age of 8, Batista grew up in a family with a rich history in Western sports.
- One of the sport's most agile riders, Batista can credit part of his form to his days playing soccer, the sport of his hero Neymar Jr.



**CAREER IN REVIEW:****2021-2022**

- Batista First competed amongst the PBR ranks in 2021 in his home country of Brazil. While he was shut out, that did not deter his spirit.
- After a nearly four-month hiatus from competition, Batista returned to the PBR, logging his first qualified ride at the Cup Series event in Jaguariuna before concluding the tour stop 10th.
- At his first event in the 2022 calendar year, Batista was dominant, earning his career-first event in Divinopolis.
- After registering three additional Top 15 efforts on his home soil, Batista brought his talents to the United States in July 2022, earning two Top 10 finishes at his first event in America in Springdale, Arkansas, compliments of a double entry.
- His early success led Batista to be signed as a free agent by the Arizona Ridge Riders before the regular season got underway in Cheyenne, Wyoming.
- After spending the majority of the season representing the Ridge Riders, Batista was acquired by the Carolina Cowboys, and immediately added to the team's talent-packed protected roster.
- Once on the Cowboys, Batista contributed two scores in five attempts as the Carolina Cowboys outfit concluded the regular season No. 4 with a 15-13 record.
- Before the PBR Teams Championship got underway, Batista took his talents to SouthPoint Hotel & Casino, where he won the first-ever PBR Challenger Series Championship event title to begin his time in Las Vegas strong.
- Once inside T-Mobile Arena for the league's inaugural Championship, Batista remained red-hot for the Carolina Cowboys. In Round 1, Batista contributed an 86.75-point ride on Cold Chill to help the Cowboys defeat the Kansas City Outlaws. In Round 2, despite Batista's 87.25-point ride atop Safety Meeting, the Cowboys ultimately fell to the Oklahoma Freedom. Carolina was eliminated from the playoffs after Head Coach Jerome Davis's squad was defeated by the Texas Rattlers in the Last Chance Game.

**2023**

- Batista competed on the premier Unleash The Beast for the first half of the 2023 individual season before returning home to Brazil.
- He began the season with three consecutive Top-25 finishes, including a third-place finish in Minneapolis, Minnesota, to surge No. 9 in the Unleash The Beast standings.
- After being mired in a seven-out buckoff streak, Batista righted his momentum in Sacramento, California, in February, going 1-for-2 to finish 17th.
- Batista logged three additional Top-15 finishes, including a fourth-place effort in Little Rock, Arkansas, before returning home to Brazil. He concluded the season ranked No. 39 in the standings.
- As the 2023 PBR Teams season got underway, Batista got off to a slow start with the Carolina Cowboys but rebounded after being traded to the Kansas City Outlaws in late September. Once with the Outlaws, Batista went 5-for-8 with his new club, helping propel them to an 18-10 record, and a second-place finish in the regular season standings to secure a first-round bye in the PBR Teams Championship.
- In Las Vegas, the Outlaws fell to the Arizona Ridge Riders, 160.25-86.75, in Round 2. Kansas City was unable to rally in the second Last Chance Game, falling to the Missouri Thunder to end their season. While Batista competed in both games, he was shut out, going 0-for-2.



## DAWSON BRANTON

Dawson Branton proved the impact a coach can have on developing a young rider's career. After spending a season under the tutelage of Oklahoma Freedom Head Coach Cord McCoy in the PBR Teams league, Branton came out of seemingly nowhere and made a statement in 2023, finishing sixth at his first PBR World Finals. Having proved he belongs among the best bull riders in the world, Branton now has his eyes set on the ultimate prizes: an individual gold buckle and a Teams Championship with his new squad, the Carolina Cowboys.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

1

### HOMETOWN

JEFFERSON, OREGON

### RESIDENCE

JEFFERSON, OREGON

### HEIGHT

5'10"

### WEIGHT

140

### BORN

6/17/01

### RIDING HAND

LEFT

### CAREER EARNINGS

\$88,336

### HIGH-MARKED RIDE

87.75 POINTS ON LA GRANDE DURING ROUND 5 OF THE 2023 PBR WORLD FINALS IN FORT WORTH, TEXAS, ON MAY 19, 2023



## TEAMS TRANSACTIONS

- May 22, 2023: Signed as a free agent by the Carolina Cowboys.

## JOURNEY TO THE PBR:

- Growing up in Jefferson, Oregon, Dawson Branton began bull riding at a young age and found success at the high school level. Among his accomplishments, Branton won Eugene's Firecracker Bull Ride when he was just 17 years old and became just the fourth rider in the history of the event to record a 90-point score.

## CAREER IN REVIEW:

### 2021-2022

- Branton made his PBR debut in August 2021 at the Touring Pro Division's event in Sterling, Colorado. Quick to find his groove, Branton won at his third career event, victorious in in Redmond, Oregon, in August, where he went a perfect 2-for-2.
- The following weekend, Branton continued his momentum when he made his Pendleton Whisky Velocity Tour debut in Fresno, California, going 1-for-3 to finish fifth.



- In 2022, Branton's stock continued to rise. After back-to-back Top 5 finishes on the Velocity Tour in Portland, Oregon, and Spokane, Washington that January, Branton made his premier series debut in Sacramento, California, to conclude the month. Undeterred by the bright lights of the Unleash The Beast, Brandon went 2-for-3 and to tie for 14th.
- As the individual season continued, Branton rode at five additional elite tour events, finishing a season-best 13th in Oklahoma City, Oklahoma. His campaign, however, came to an abrupt end at the first Velocity Tour Finals in Corpus Christi, Texas, where he was shut out.
- Quickly turning his focus, Branton found immediate success on the Challenger Series, winning his first outing on the series in Twin Falls, Idaho, in June. His talents caught the eye of the Oklahoma Freedom, who signed him as a free agent on June 13.
- Branton went 0-for-4 during the league's first season as the Freedom marched to a third-place regular season finish with a 16-12 record.
- Continuing to hone his craft in parallel on the Challenger Series, Branton recorded six more Top 10 finishes before winning his second event of 2023 in Yakima, Washington, in October, as the only rider to go a perfect 2-for-2. His triumphs earned him a spot at the Challenger Series Championship in Las Vegas, however, Branton unfortunately failed to convert.
- With Branton cheering his teammates on at the first PBR Teams Championship in Las Vegas, the Oklahoma Freedom fell to the Nashville Stampede in Round 1 of the PBR Teams Championship before winning the first Last Chance Game to keep their championship hopes alive. After beating the Carolina Cowboys in Round 2 to punch their ticket to the Semifinals, the team fell to the Arizona Ridge Riders. The Freedom then ended their season with a hard-fought loss to the Texas Rattlers in the Third-Place Game.

## 2023

- Branton got off to a quick start in 2023, parlaying a third-place effort at the Velocity Tour's mid-January event in Spokane, Washington, into an event win the following weekend at the series' stop in Reno, Nevada.
- While Branton's early successes propelled him back to the Unleash The Beast for the events in Indianapolis, Indiana, and Sacramento, California, he struggled to find his footing, returning back to the Velocity Tour.
- The setback was brief. Compliments of three consecutive Top-10 finishes, Branton punched his ticket back to the top tour by the end of March.
- This time finding his groove among bull riding's elite, the Oregonian recorded back-to-back Top 15 finishes in Sioux Falls, South Dakota, and Nampa, Idaho, concluding the regular season ranked No. 59 in the Unleash The Beast standings.
- At the Pendleton Whisky Velocity Tour Finals, Branton went 1-for-2 to tie for 13th, punching his ticket to the PBR's 30th Anniversary World Finals by finishing No. 4 in the Velocity Tour Global standings.
- In Fort Worth, Branton excelled, going 3-for-8 and finishing sixth at his first World Finals, surging to No. 31 in the Unleash The Beast standings by season's end.
- Branton's World Finals breakthrough caught the attention of the Carolina Cowboys, who signed him as a free agent for the 2023 PBR Team Series season on May 22.
- Branton saw limited action with the Cowboys and was shut out in his five outs with the team during the 2023 regular season. During the campaign, the Cowboys went 11-17 and finished No. 6 heading into the PBR Teams Championship.
- In Las Vegas, the Cowboys were unable to find their groove. The team lost to the No. 5 Arizona Ridge Riders, 344-265.5, in Round 1 before being eliminated from the tournament by the Missouri Thunder in the first Last Chance Game.
- Despite just five outs for the Cowboys, Branton steadily improved throughout the season by competing on the Challenger Series. After finishing 11th in Deadwood, South Dakota, in June, Branton won his first Challenger event of the year in Binford, North Dakota, in late July going a perfect 2-for-2.
- The Oregonian also added fourth-place finishes in Sterling, Colorado, in August and Kennewick, Washington, in September to conclude the season.



## CADEN BUNCH

Dubbed by some the next “Cherokee Kid,” Caden Bunch, a proud member of the Cherokee nation, found success riding bulls at a young age, winning the High School State and National Championships as a freshman and earning a full scholarship to Southeastern Oklahoma State University. Bunch caught the eye of fellow Oklahoman and the original “Cherokee Kid” Ryan Dirteater, who began coaching Bunch as he emerged as one of the next talents from the Cherokee Nation. Not wanting to miss out on home-grown talent, Oklahoma Freedom Head Coach Cord McCoy drafted Bunch in the 2022 PBR Teams Draft. Returning to the team in 2023, Bunch came into his own, proving a top-performer for the team as he finished 11th in the 2023 PBR Teams MVP race and walked-off a win for Oklahoma in the 2023 playoffs. Now, Bunch is ready to make his mark in individual competition as he seeks to bring both a gold buckle and a Teams Championship home to Oklahoma.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### HOMETOWN

JTAHLEQUAH, OKLAHOMA

### RESIDENCE

TAHLEQUAH, OKLAHOMA

### HEIGHT

6'0"

### WEIGHT

140

### BORN

3/14/03

### RIDING HAND

LEFT

### CAREER EARNINGS

\$69,595

### HIGH-MARKED RIDE

HIGH-MARKED RIDE: 90.5 POINTS ON HOKA HEY AGAINST DURING THE PBR CAMPING WORLD TEAM SERIES EVENT IN GREENSBORO, NORTH CAROLINA, ON SEPTEMBER 22, 2023.



### AWARDS

2022 PBR TEAMS FIFTH-ROUND DRAFT PICK

## TEAMS TRANSACTIONS

- September 5, 2023: Signed as a Free Agent to the Reserve Roster by the Oklahoma Freedom.
- September 12, 2023: Marked as a Protected Rider by the Oklahoma Freedom.

## JOURNEY TO THE PBR:

- Growing up in Oklahoma, Caden Bunch, a proud member of the Cherokee nation, got his first taste of success riding sheep and was immediately hooked.
- Bunch showed promise at a young age, winning the High School State and National Championships in bull riding as a freshman. The young Oklahoman qualified for two additional High School National Finals before accepting a full scholarship to Southeastern Oklahoma State University. Bunch’s successes caught the eye of fellow Oklahoman Ryan Dirteater, who helped coach the up-and-coming talent.
- In college, Bunch continued to excel, winning four of his 10 events as a freshman to earn the No. 1 ranking entering the College National Finals Rodeo in Casper, Wyoming, where he finished third.



## CAREER IN REVIEW

### 2021-2022

- Bunch burst onto the PBR scene with a bang, placing second and fifth in April 2021 during the Touring Pro Division event in the Prescott Valley, Arizona, courtesy of a double entry. After a short drought, Bunch broke through for one additional Top-5 finish in 2021 at the WCRA Major in Fort Worth, Texas, in December to conclude the calendar year.
- In January 2022, Bunch made his Pendleton Whisky Velocity Tour debut in Reno, Nevada, but was shut out. Bunch, however, quickly broke through on the PBR's expansion series, finishing fifth later that month in Greenville, South Carolina.
- Finding his groove, Bunch finished inside the Top 10 at three of his next four events throughout February and March.
- The young cowboy's success on the Velocity Tour earned him his first opportunity to compete on the elite Unleash The Beast in Sioux Falls, South Dakota, in April, where he was shut out.
- Seeing his potential, the Oklahoma Freedom drafted Bunch in the fifth round of the inaugural PBR Teams Draft in May 2022. While he showed some signs of improvement throughout the season, he went 0-for-3 with the Freedom and was dropped by the team in September.

### 2023

- Bunch returned to the Velocity Tour in 2023, placing inside the Top 15 at all three events he entered. The Oklahoman was then invited back to the Unleash The Beast at his home state event in Tulsa, but was once again shut out.
- After competing outside of the PBR, Bunch returned to the Oklahoma Freedom in September 2023 for the second season of PBR Teams. The young Cowboy proved vital to his home-state squad, leading the team to a 14-14 record by going an impressive 9-for-14 in the regular season.
- Oklahoma entered the PBR Teams Championship as the No. 4 seed and got off to a strong start, as Bunch walked off the team's win against the league's defending Champion Nashville Stampede in Round 1, 262-261.5, courtesy of a clutch 86.25-point performance atop Spooky.
- As the progressive elimination tournament continued, the Freedom fell to the eventual champion Texas Rattlers in Round 2, 170.75-87, and were eliminated from the tournament by the Missouri Thunder in the second Last Chance Game despite an 89-point ride by Bunch aboard Huckleberry.



## DAKOTA BUTTAR

Despite his quiet nature, Saskatchewan-native Dakota Buttar is one of Canada's most determined and talented bull riders. A five-time Glen Keeley Award Winner, Buttar actualized his dream of becoming a PBR Canada Champion in 2020, accomplishing the feat in record fashion by riding 11 consecutive bulls and winning three of his six events compliments of scores on World Finals buckler Tractorland's Pound Sand. In 2023, Buttar once again crested the mountaintop and was crowned the 2023 PBR Canada Champion, becoming just the fourth rider to win the Canadian Championship multiple times. Now, the Canadian legend has his eyes set on ascending to even greater heights in Canada, an possibly becoming the first Canadian World Champion.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS QUALIFICATIONS

4

### HOMETOWN

KINDERSLEY, SASKATCHEWAN

### RESIDENCE

EATONIA, SASKATCHEWAN

### HEIGHT WEIGHT

5-7 135

### BORN

11/6/92

### RIDING HAND

LEFT

### CAREER EARNINGS

\$514,063

### HIGH-MARKED RIDE

90.5 POINTS ON RISING SUN IN MILWAUKEE, WISCONSIN, ON OCTOBER 7, 2018



### AWARDS

- FIVE-TIME GLEN KEELEY AWARD WINNER (2017-2021)
- FOUR-TIME PBR GLOBAL CUP TEAM CANADA QUALIFIER (2017-2020)
- TWO-TIME PBR CANADA CHAMPION (2020, 2023)

### JOURNEY TO THE PBR:

- Canadian rider Dakota Buttar was born into a rodeo family. With a bull rider dad, barrel racing sister, and videographer mom, he had the upbringing and support to become one of the best bull riders to emerge from Canada in recent years.
- While Buttar played hockey as a child, drawing inspiration from cousin, and former NHL defenseman Darren Van Impe, he got on his first steer at age eight and was immediately captivated by the sport.
- A friend of former rider turned bullfighter Tanner Byrne, Buttar frequently rodeoed with Byrne as a child, with the two young athletes advancing through junior bull riding and the higher ranks in unison.
- Buttar went on to follow in his father's footsteps while also idolizing two-time PBR World Champion Chris Shivers, and PBR Ring of Honor Inductee Jim Sharp.



**CAREER IN REVIEW:****2014-2016**

- Buttar made his PBR debut in 2014, competing at the Canadian Touring Pro Division (TPD) event in Lethbridge, Alberta.
- Following his back-to-back Canadian Professional Rodeo Association bull riding championships in 2014 and 2015, Buttar made a splash in the PBR in 2016.
- After a successful campaign during the first half of the 2016 season, including two event wins and 12 Top-5 finishes in Canada competition, Buttar made his Unleash The Beast debut in Tulsa, Oklahoma, in August.
- While he finished runner-up at the PBR Canada Finals, Buttar was given the opportunity to compete at the Pendleton Whisky Velocity Tour (PWVT) Finals after PBR Canada Champion Ty Pozzobon was unable to ride due to injury.
- Finishing sixth, Buttar earned enough points to end the regular season No. 35 in the world standings, qualifying him for his first-ever World Finals.
- Buttar was one of four Canadians to compete at the 2016 PBR World Finals, the most since 2012, and he went 2-for-5 en route to a career-best 11th place finish.

**2017-2018**

- In 2017, his first full year competing on PBR's premier tour, despite battling a persistent elbow injury, which caused him to switch to a Brazilian bull rope, Buttar recorded eight Top-10 finishes, including his first event win on the elite tour in October in Nampa, Idaho.
- The Saskatchewan man again reached the PBR World Finals, going 1-for-4 to finish 16th.
- Buttar then returned to his home country to ride as a part of Team Canada for the inaugural Global Cup in Edmonton, Alberta, where the host nation finished third.
- In 2018, Buttar continued to reach new career highs, including his first 90-point ride on the premier series in Columbus, Ohio in April when he was marked 90 points aboard Inferno and another 90-point score later that season, recording the high-marked ride of his career in October in Milwaukee, Wisconsin, on Rising Sun for 90.5 points.
- The Kindersley-native concluded the year a career-best No. 17 in the world standings.
- In 2018, Buttar also rode for the Great White North at the second edition of the PBR Global Cup in Sydney, Australia, where Team Canada once again finished third.

**2019**

- A third selection to represent Canada awaited Buttar in 2019, tapped to ride at the inaugural PBR Global Cup USA, where he went 1-for-3.
- The 2019 season's highlights also included Buttar earning his third consecutive Glen Keeley Award, presented to the top-finishing Canadian in the world standings, as he finished the year ranked No. 29.
- On home soil, Buttar finished the 2019 PBR Canada Championship race No. 2, narrowly beat out by Daylon Swearingen in the final outs of the 2019 PBR Canada National Finals.
- Buttar's runner-up effort was backed by a league-leading five wins on the nation's Touring Pro Division.

**2020-2021**

- Buttar began the 2020 season strong, winning Round 2 of the season-launch Major in New York City en route to an eighth-place finish overall.
- While he competed twice more on the Unleash The Beast in 2020 and represented Team Canada at the PBR Global Cup USA, Buttar's focus was on home soil, keen to earn the year's national championship.
- In Canadian competition, Buttar won three consecutive events and logged a record-tying 11 consecutive rides before being bucked off by Finning Drop Bear in late July.



- With a firm hold on the Canadian No. 1 ranking for nearly the entire season, Buttar concluded the year with his career-first PBR Canada Championship, holding off a hard-charging Zane Lambert at the 2020 PBR Canada National Finals Week.
- En route to the national title, Buttar won the prestigious Glen Keeley Memorial, backed by a 90.5-point ride on World Finals buckler Tractorland's Pound Sand.
- In 2021 as the No. 1 ranked rider on Canadian soil for most of the year, Buttar won four events and a Cup Series 5/5 Bucking Battle before sustaining a season-derailing groin injury at the last regular-season elite tour event of 2021 in Saskatoon, Saskatchewan. He was unable to make history as the first back-to-back PBR Canada Champion in history.
- Despite a valiant attempt to rehab, Buttar attempted just two bulls at the historic 2021 PBR Canada National Finals in Edmonton, Alberta, before he was inevitably sidelined for the last outs of the season. He finished the race for the 2021 PBR Canada Championship No. 2, 23.34 points behind the No. 1 rank.
- Buttar also captured his fifth consecutive Glen Keeley Award in 2021.

## 2022

- Buttar again put together a stellar campaign in Canada in 2022, finishing inside the Top 5 for the fourth straight season but again had his title campaign derailed by injury.
- Sidelined as the season began when recovering from his groin injury, Buttar returned to competition in May, beginning his campaign with a solid fourth-place finish at the Touring Pro Division event in Prince Albert, Saskatchewan.
- As the summer slate of events intensified, Buttar logged five runner-up efforts, before earning his first event win in Manor, Saskatchewan, in late July. He followed that golden effort with two additional victories in August, with his win in Tofield, Alberta, catapulting him to the No. 1 rank in the nation.
- Buttar rode to an additional event win, before his regular season wound to a climactic end in Saskatoon, Saskatchewan. Going a perfect 3-for-3 inside SaskTel Centre, Buttar finished second at the Cup Series' regular-season finale, surging to No. 1 in the national standings with a 21-point lead over No. 2 Nick Tetz.
- At the 2022 National Finals, fighting through injuries from another grueling campaign, Buttar maintained his No. 1 ranking after the first day of competition by going 1-for-2. Unable to convert on the final day of the season, Buttar fell short of his second title with his 10th-place effort at the event leading him to conclude the year No. 3 in the PBR Canada national standings, 35.5 points behind the No. 1 spot.

## 2023

- After having the title slip from his hands the prior two seasons, Buttar began 2023 with a new mindset and rode to his second PBR Canada Championship.
- After a slow start to the season, Buttar found his stride as the weather began to warm, recording a pair of second place finishes in Brooks, Alberta, and London, Ontario in May, propelling him to No. 5 in the national standings.
- In July, Buttar won his first event of the season in Cluny, Alberta, in July, returning to the winner's circle later that month in Czar Lake. During his win in Czar Lake, Buttar logged one of seven 90-point rides seen on Canadian soil in 2023, teaming with Hot Carl for 90 points.
- Cruising through the summer in top form, Buttar won his third event of the season in Prince Albert, Saskatchewan. He added a fourth win in Grand Prairie, Alberta, later that month, but suffered a broken collarbone during his championship round dismount, putting his 2023 title hopes in jeopardy as he was sidelined in the same moment, he overtook the No. 1 rank in the nation.
- Despite his injury not being fully healed, Buttar, who slipped to No. 3 in the nation prior to the year-end event, put on a performance for the ages in Edmonton, Albert, during the 2023 PBR Canada National Finals. As competition got underway, Buttar topped Young Blood for 84.75 points in Round 1 and High Voltage for 86 points in Round 2. The back-to-back scores allowed Buttar to climb from No. 3 to No. 2 in Canada, pulling within 57.66 points of the No. 1 spot.



- In seemingly unstoppable form despite his visible pain Buttar remained perfect in Round 3, covering Irish Rebel for 85.5 points. With the Championship on the line heading into the final round, Buttar would not be denied, making the 8 aboard Time Marches On for 86.75 points in front of a roaring Rogers Place crowd. His second-place finish catapulted him to the top of the PBR Canada national standings, edging No. 2 Nick Tetz by a slim 38.84 points. With the 2023 PBR Canada Championship in hand, Buttar became just the fourth rider in history to be crowned the PBR Canada Champion multiple times.



## EDNEI CAMINHAS

Competing in the world's most dangerous sport at 48 years old – more than two decades after winning a World Championship – Ednei Caminhas is one of the best-uncovered stories in sports. One of the longest-tenured bull riders in PBR history, competing against a handful of riders who weren't even born when he won his world title, Caminhas began his career with nine consecutive World Finals appearances from 2000 to 2009, and in 2002 reached the sport's pinnacle when he was crowned World Champion, but Caminhas wasn't done. A decade after winning the coveted gold buckle, in 2022, he qualified for his 10th career World Finals, becoming the oldest rider ever to compete at the event at the age of 46. Now heading toward 50, the bull riding legend and pro sports athlete freak of nature is proving that age is just a number as he sets his eyes on a second World Championship.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

10

### HOMETOWN

INDAIATUBA, SP, BRAZIL

### RESIDENCE

DENTON, TEXAS

### HEIGHT WEIGHT

5'6 185

### BORN

6/10/1975

### RIDING HAND

RIGHT

### CAREER EARNINGS

\$1,324,370

### HIGH-MARKED RIDE

95 POINTS ON DILLINGER IN COLUMBUS, GEORGIA, ON FEBRUARY 24, 2001



### AWARDS

- FIVE-TIME GLEN KEELEY AWARD WINNER (2017-2021)
- FOUR-TIME PBR GLOBAL CUP TEAM CANADA QUALIFIER (2017-2020)
- TWO-TIME PBR CANADA CHAMPION (2020, 2023)

### JOURNEY TO THE PBR:

- Caminhas began riding bulls when he was 17 at the encouragement of his friends, quickly falling in love with the sport.
- Steadily improving his skills while he served as a ranch hand in Brazil, Caminhas was also under the tutelage of some of the South American nation's finest and his father.

### CAREER IN REVIEW:

#### 2000-2001

- Caminhas made his PBR debut in May 2000 at a premier series event in Grand Rapids, Michigan, riding to a fourth-place finish.
- After being shut out at three events, Caminhas rode to three straight Top 5 finishes throughout August and September to reach his career first World Finals that October.



- At his first World Finals, Caminhas went 4-for-6, including two 90-point rides to finish a career-best third at the season-end event. His podium finish included an incredible 93.5-point ride atop Hollywood and a monstrous 94.5-point trip with Dillinger.
- In 2001, Caminhas built on his strong rookie campaign, finishing the season ranked inside the world's Top 10 for the first time.
- In early October, Caminhas reached a career milestone, winning his first PBR event at the Bud Light Cup stop Auburn Hills, Michigan.
- That October, at his second PBR World Finals, Caminhas once again put on a show, going 3-for-5 and finishing 11th, boosting him up to a then-career high finish of No. 6 in the world.

## 2002

- In top form all season, Caminhas ascended the PBR mountaintop in 2002, crowned World Champion.
- The surging Brazilian started the year with a bang, finishing Top 10 at four of his first five events.
- Caminhas remained consistent as the season continued, recording two additional Top 10 finishes before winning his first Bud Light Cup event of the season in Bakersfield, California, to begin March.
- From April to August, the lifelong cowboy posted an impressive streak, finishing Top 10 in nine consecutive events, including winning in Raleigh-Durham, North Carolina.
- Undeniably the season's most dominant rider, Caminhas clinched the World Championship before the field for the World Finals was event set. After winning in Columbus, Ohio, in October, the last event before his third-straight World Finals, Caminhas was crowned World Champion. Caminhas concluded his gold-buckle season with a 1-for-5 effort at his third World Finals where he finished 26th.

## 2003-2005

- In 2003, the reigning World Champion finished No. 13 in the world, unable to find the form that had catapulted him to the top the year prior.
- Despite an inconsistent regular season, Caminhas once again found some of the spark that helped him when the gold buckle the previous year, going 2-for-5 and finishing 12th to close out the year.
- In 2004, despite winning his first event in more than a year in Colorado Springs, Colorado, in April, the Caminhas was unable to make a run at a second World Championship, finishing No. 23 in the world and reaching his fifth straight World Finals.
- The premier series mainstay returned to the Top 20 in the world standings in 2005.
- Caminhas again started the season strong, placing in his first six events, including a season-best second-place finish in Sacramento, California, in January.
- His early season success propelled Caminhas to his sixth-straight World Finals qualification. In Las Vegas, the veteran went 3-for-7 and finished 18th, boosting him to the No. 18 spot in the world standings to finish the year.

## 2006 - 2008

- Caminhas was unable to find top form in 2006 and 2007, finishing outside of the Top 30, but surging back into the championship picture in 2008, concluding the season ranked inside the Top 20 for the fifth time in his career.
- Once again getting off to a hot start, the Brazilian recorded a qualified ride in his first seven premier series events. The veteran cowboy then finished the year strong, placing in the Top 15 in six straight premier series events. Caminhas concluded his season going 2-for-7 at the World Finals, ending the year No. 16 in the world.

## 2009-2016

- While Caminhas initially planned to retire following the 2008 season, he surprised the fans in 2009, returning to the arena, and winning his first event since 2004, topping the field that February in Oklahoma City, Oklahoma. His early season momentum, however, did not continue. Caminhas was unable to crack back into the Top 30 in 2009 despite finishing 10th at his ninth World Finals.



- Again finishing outside the Top 30 in 2010, the PBR veteran rode sporadically the next six years, retiring for select periods. He finished inside the Top 10 seven times across various tours, highlighted by a third-place finish at the Canadian Touring Pro Division event held in Bismarck, North Dakota in June 2012.

#### 2017-2018

- In 2017, after a brief retirement, Caminhas returned to the arena, showing glimpses of the form that led him to win the world in 2002. In his last event of the season, Camihas won the October Velocity Tour stop in Tucson, Arizona. In 2018, Caminhas rode at four events, including the premier series season-launch in New York City, before again hanging up his bull rope.

#### 2021-2022

- Caminhas couldn't stay away from the thrill of conquering the world's rankest bulls. In 2021, his name returned to the draw, riding to two Top 5 finishes on the Velocity Tour, before finishing the season with a ninth-place result at the Velocity Tour Finals.
- He then experienced a career renaissance in 2022, using a fifth-place finish at the first Velocity Tour Finals in Corpus Christi, Texas to earn a berth to his 10th career World Finals. At the age of 46, Caminhas became the oldest rider ever to reach the sport's most prestigious event.
- At the veteran's first World Finals in more than a decade, he went 1-for-7 and finished 25th to conclude the year No. 58 in the world.
- His experience, uncommon grit, and riding resurgence caught the eyes of the Texas Rattlers, who signed him as a free agent in June.
- Promoted to the team's protected roster in August, Caminhas went 7-for-20 during the regular season, helping the Rattlers to a 16-12 record, ranked No. 2 in the PBR Teams and earning the team a bye in the first round of the PBR Teams Championship in Las Vegas.
- The Rattlers fell to the Arizona Ridge Riders in the second playoff round before bouncing back and winning the second Last Chance Game to keep their championship hopes alive. The Nashville Stampede eliminated them from championship contention in the Semifinals, but the Rattlers bounced back once more time, defeating the Oklahoma Freedom in the Third Place Game, thanks in part to Caminhas' 89.25 ride on Shake & Bake. The Rattlers finished the league's inaugural season No. 3.

#### 2023

- Trying to find that magic one more time, Caminhas returned to the elite Unleash The Beast during the 2023 season but couldn't find his top form.
- In December, the veteran finished third at the Touring Pro Division event in Fort Worth, Texas. He parlayed that performance into converting on the premier series for the first time in 2023 in New York City in January, finishing 26th inside Madison Square Garden. He closed out the month with a 16th-place finish in Duluth, Georgia.
- After being shut out on the top tour over the next few months, Caminhas competed at the Pendleton Whisky Velocity Tour Finals in Corpus Christi, Texas, in May, looking for a spot at his 11th World Finals. He rocketed out of the chutes atop Big Kiwi for 85.75 points in Round 1 and covered Feeling Dangerous for 87 points in Round 2. Now locked in, the Brazilian catapulted out of the gate aboard Risky Business but was bucked off in 1.56 seconds, finishing the event second and missing a World Finals qualification by 2.75 points.
- Undeterred, Caminhas next turned to the Challenger Series, where he placed inside the Top-10 in four events in June, highlighted by an event win in Marion, Illinois. The grizzled cowboy stayed hot in July, adding seven additional Top-10 finishes and a second event victory at the Stockyards Showcase in Fort Worth, Texas.
- Now on a torrid pace, August proved just as fruitful for Caminhas, as he posted six more Top-10 finishes. He tallied three additional Top-5 finishes in September and entered the PBR Challenger Series Championship ranked No. 3. While Caminhas was shut out in Las Vegas, he finished the year No. 3 in the Challenger Series standings, earning a spot on the top tour to begin the 2024 Unleash The Beast season.



## BOUDREAUX CAMPBELL

Boudreaux Campbell was voted by his peers the funniest in the locker room, but his riding is nothing but serious. Already an established star in the PRCA, in 2020 the ebullient Texan began to pursue a career in the PBR and was an overnight sensation. Competing at just five regular-season premier series events, Campbell qualified for the 2020 PBR World Finals and won the prestigious event, surging to No. 3 in the world and named Rookie of the Year. In 2021, Campbell proved his rookie effort was no fluke, again qualifying for both the National Finals Rodeo and PBR World Finals, concluding his PBR season inside the world's Top 10, a feat which he repeated in 2023. Now a key member of the Carolina Cowboys on PBR Teams, he is also featured on the Prime Video docuseries "The Ride."

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

3

### HOMETOWN

CROCKETT, TEXAS

### RESIDENCE

CROCKETT, TEXAS

### HEIGHT

5'11

### WEIGHT

155

### BORN

8/15/1998

### RIDING HAND

LEFT

### CAREER EARNINGS

\$984,282.58\*

### HIGH-MARKED RIDE

95.5 POINTS ON WOOPAA IN KANSAS CITY, MISSOURI, ON MARCH 21, 2021



### AWARDS

- 2022 PBR TEAMS DRAFT THIRD-ROUND PICK BY THE CAROLINA COWBOYS
- MEMBER OF THE 2022 PBR TEAMS' CAROLINA COWBOYS
- 2020 PBR ROOKIE OF THE YEAR
- 2020 PBR WORLD FINALS EVENT WINNER
- 2020 PBR GLOBAL CUP CHAMPION

### TEAMS TRANSACTIONS

- May 23, 2022: Selected in the third round of the PBR Teams Draft by the Carolina Cowboys.
- February 26, 2023: Marked as a Protected Rider by the Carolina Cowboys.

### JOURNEY TO THE PBR:

- Beginning his career at a young age, Boudreaux Campbell has been immersed in the Western lifestyle around horses and cattle ever since he could walk.
- At the age of 3, Campbell attended a rodeo with his father Jay, a former bull rider, and became immediately intrigued by mutton busting. A few weeks later, Campbell returned to the rodeo as a competitor and has been hooked since.
- As his career progressed, Campbell was active in junior and high school rodeo, reaching the State Finals three times and the National Finals twice. The talented athlete played high school basketball for three years.



- While he didn't graduate until 2017, Campbell elected not to compete in his final season for Lovelady (Texas) High School, instead purchasing his permit and pro card.
- In 2017, Campbell began his career with the PRCA, qualifying for his first National Finals Rodeo during his rookie season.

## CAREER IN REVIEW:

### 2018-2019

- Boudreaux Campbell made his PBR debut in February 2018, riding at the Touring Pro Division-sanctioned The American Semi-Finals. Still pursuing his career with the PRCA, Campbell made one additional PBR appearance that season, riding in July in Cheyenne, Wyoming.
- In 2019, Campbell competed at six events spanning the Touring Pro Division and Pendleton Whisky Velocity Tour, registering his first qualified ride with the PBR at the Ontario, California, Velocity Tour event on Full Throttle for 82 points.

### 2020

- Campbell began the 2020 season in the PBR, registering two Top 5 finishes in his first three events, headlined by a runner-up finish at the Denver PBR Chute Out, part of the National Western Stock Show.
- In February, Campbell was tapped by two-time PBR World Champion Justin McBride as a last-minute replacement for an injured Cooper Davis to compete at the 2020 PBR Global Cup USA for Team USA Eagles, which won the event, becoming the first nation to defend home soil.
- The Texan then made his Unleash The Beast debut in April, competing at the first closed event in Guthrie, Oklahoma, when PBR was the first sport to return to competition following the onset of the COVID-19 (coronavirus) pandemic.
- Campbell returned to the elite tour in August, riding at three additional regular-season events en route to his career-first PBR World Finals qualification. His season was highlighted by a third-place result in Lincoln, Nebraska, riding I'm Legit Too for 91.75 points, his first 90-point score on the UTB.
- At his first-ever PBR World Finals, Campbell broke through. Going a near-perfect 4-for-5, including two 90-point rides, he won the prestigious event, catapulting from No. 33 to No. 3 in the world to capture the coveted Rookie of the Year.
- Campbell was just the sixth rookie to win the PBR World Finals.

### 2021

- In 2021, Campbell proved that his rookie season was no fluke.
- While his season was delayed, not competing until late February as he recovered from surgery to repair a broken scaphoid bone in his non-riding wrist, Campbell quickly reclaimed his rhythm.
- In his fourth event back, in mid-March in Kansas City, Campbell won his first regular-season Unleash The Beast event with the high-marked ride of his career – covering Woopaa for a monstrous 95.5 points in the championship round.
- As the regular season continued, Campbell won an additional three Unleash The Beast events, and his first 15/15 Bucking Battle, before qualifying for his second PBR World Finals.
- Prior to the World Finals, Campbell elected to compete at the 2021 PBR Pendleton Whisky Velocity Tour Finals, where he went 2-for-3 to win the expansion series' season-ending event.
- Inside T-Mobile Arena for the PBR World Finals, Campbell delivered a 2-for-5 showing to finish 19th.
- Campbell once again concluded the year inside the Top 10, finishing 2021 ranked No. 6 in the world.

### 2022

- The vivacious cowboy competed in just eight Unleash The Beast events in 2022 as he battled a left-hand injury and looked to find the form that allowed him to finish in the Top 10 in the past two seasons. He fell short of reaching the third PBR World Finals of his career.
- Campbell was selected with the 23rd overall pick by the Carolina Cowboys in the third round of the inaugural Teams Draft.



- The Texan put his name in the PBR Teams history books, logging the first 90-point ride in the league when he rode Dr. Campbell for 90 points against the Arizona Ridge Riders in Cheyenne, Wyoming.
- The go-to rider for Coach Jerome Davis, Campbell went a combined 10-for-27, posting two 90-point rides, and helping the team finish fourth in the regular season with a 15-13 record.
- At the inaugural PBR Teams Championships, the Carolina Cowboys were upset in Round 2, ultimately eliminated in the second Last Chance Game by the Texas Rattlers.

**2023**

- During the 2023 individual season, Campbell returned to top form and finished inside the Top 10 for the third time in his young career.
- The Texan was quick to strike as the season got underway, placing inside the Top 5 in Tucson, Arizona, and Albany, New York, to quickly jump to No. 9 in the Unleash The Beast standings.
- After falling to No. 14 during the January slate of events, Campbell rallied and put together seven Top 10 finishes in the next three months, highlighted by his second-place effort in Los Angeles, tying his best event finish of the season. His success bumped him up to the No. 7 spot in the Unleash The Beast standings ahead of his third World Finals.
- At the PBR's 30th Anniversary World Finals, Campbell's quick start cooled down just as fast. After converting in Round 1 and delivering a monstrous 90-point ride in Round 3, Campbell was shut out the remainder of the event, going 2-for-8 and finishing tenth.
- Campbell concluded 2023 No. 8 in the Unleash The Beast standings.
- Campbell was once again a key cog for the Carolina Cowboys during the 2023 PBR Teams season, going 5-for-18. Carolina finished the regular season ranked No. 6 in the standings with an 11-17 record.
- At the 2023 PBR Teams Championship in Las Vegas, the Cowboys were unable to find their groove. The team lost to the No. 5 Arizona Ridge Riders, 344-265.5, in Round 1 before being eliminated from the tournament by the Missouri Thunder in the first Last Chance Game.



## JOAO LUCAS CAMPOS

One of the more promising talents to emerge recently from Brazil, charting a path similar to that of now two-time PBR World Champion Jose Vitor Leme, Joao Lucas Campos made a statement by winning the 2023 Pendleton Whisky Velocity Tour Finals, his first event on American soil, directly catapulting him to the sport's biggest stage - the PBR World Finals. Selected by the Missouri Thunder in the first round of the 2023 PBR Teams Draft, Campos is ready to make a run at not only a Teams Championship but also an individual gold buckle.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

1

### HOMETOWN

PORTO FELIZ, BRAZIL

### RESIDENCE

DECATUR, TEXAS

### HEIGHT WEIGHT

5'7 158

### BORN

5/29/98

### RIDING HAND

LEFT

### CAREER EARNINGS

\$247,588

### HIGH-MARKED RIDE

89.5 POINTS ON MOONLIGHT PARTY DURING ROUND 4 OF THE 2023 PBR WORLD FINALS IN FORT WORTH, TEXAS, ON MAY 18, 2023



### AWARDS

- 2023 PBR TEAMS FIRST-ROUND DRAFT PICK
- MEMBER OF THE FOURTH-PLACE MISSOURI THUNDER DURING THE 2023 PBR TEAMS SEASON

### TEAMS TRANSACTIONS

- May 17, 2023: Selected in the first round of the Protected Roster Draft by the Missouri Thunder.

### JOURNEY TO THE PBR:

Growing up in Brazil, Joao Lucas Campos watched as PBR legends Guilherme Marchi, Renato Nunes, Silvano Alves and Jose Vitor Leme made the trek to the United States to compete on the sport's biggest stage. Perfecting his craft on the regional scene, Campos prepared himself to eventually follow in the footsteps of his nation's bull riding elite.

### CAREER IN REVIEW:

#### 2018-2020

- Campos made his PBR debut in his home nation in December 2018 and went on a remarkable run until July 2019, recording a ride in the first eight events of his career. This stretch was highlighted by a second-place finish at the Iron Cowboy in Americana, Sao Paulo in June 2019, where he went 2-for-3 and qualified for the 2019 PBR Brazil National Finals that November, where Campos was shut out.



**2021-2023**

- In response to the global COVID-19 (coronavirus) pandemic Brazilian events did not resume until August 2021 following the 2019 National Finals.
- Competing at just one PBR event in 2021, Campos rode to an eighth-place finish at one of the nation's most popular events, Barretos.
- In 2022, Campos continued to excel in Brazil, logging four Top-10 finishes then qualifying for the 2022 PBR Brazil National Finals, where he went 3-for-5 to finish fifth.
- Campos then reached new career heights during the 2023 individual season. Electric from the moment the first chute gate opened, Campos won back-to-back Brazilian Touring Pro Division events in Itu and Brasilia, going a perfect 3-for-3 at both.
- As the season continued to unfurl Campos remained red hot, recording eight-consecutive Top-10 finishes, including six Top-5 efforts, and his third event victory of the season in Brotas, where he went 3-for-4.
- As the top-ranking Brazilian in the PBR Velocity Tour Global Standings, Campos earned a berth to the 2023 PBR Pendleton Whisky Velocity Tour Finals in early May in Corpus Christi, Texas, competing outside of his home nation for the first time.
- After being bucked off in his first out on American soil, the burgeoning superstar locked in, winning Round 2 with an 87.5-point ride atop Homegrown. With a berth to the PBR World Finals on the line, Campos didn't falter in the championship round, covering White Face for 88 points to win the round and also the event. Campos' path to the World Finals was very similar to that of now two-time PBR World Champion Jose Vitor Leme, who had nearly the exact same path in 2017.
- At the PBR's 30th Anniversary World Finals, Campos continued to impress by topping Shameless in Round 1 for 85 points. Undeterred after being bucked off in the next two rounds, Campos brought the PBR faithful to a roar in Round 4, pairing with Moonlight Party for 89.5 points to tie for the round win. The score propelled him to fourth place on the event leaderboard, within 1.5 points of the lead.
- While he was unable to make the 8 in the final four rounds, Campos finished 11th at his first World Finals, and No. 49 in the Unleash The Beast standings.
- Following his on-the-dirt success in Fort Worth, the Missouri Thunder selected Campos with the second overall pick in the 2023 PBR Teams Draft.
- Campos had a strong first-year campaign for the team, going 5-for-18. During the team's homestand in Ridgedale, Missouri, Campos electrified the crowd by going 3-for-4 and winning his first event MVP title.
- After the Thunder finished the regular season No. 8 in the league with an 8-20 record, they went on a Cinderella run in Las Vegas for the 2023 PBR Team Championship.
- After falling to the eventual Champion Texas Rattlers, 174-84.5, in Round 1, Missouri rallied and won the first Last Chance Game to advance to Round 2 for the first time in team history.
- As game play continued in Round 2, the Thunder were barely edged by the regular season No. 1 Austin Gamblers, 177.75-174.75, but went on to make PBR Teams Championship history by also winning the second Last Chance Game to advance to the Semifinals, another team first. Campos made his playoff debut in Round 2 but failed to convert, bucked off by Casper in a hard-fought 5.82 seconds.
- In another PBR Teams Championship first, the Thunder faced the Austin Gamblers for a second time. After jumping out to an early two-ride lead, the Thunder were unable to hang on, defeated in walk-off form as they were eliminated on the final out, 256-172. The Thunder's tournament then concluded in the Third-Place game as they fell to the Arizona Ridge Riders.



## LUCIANO DE CASTRO

After beginning his career in his home country, 2015 PBR Brazil Champion Luciano De Castro has become one of the latest bull riders from the South American nation with the potential to win a championship. After logging back-to-back Top 10 seasons in 2018-2019, Castro battled injuries and struggled in 2020-2021. He returned to championship form in 2022, recording his third season ranked inside the Top 10. Castro now strives to win a championship not only during the individual Unleash The Beast season but also in representing the Arizona Ridge Riders, who drafted him in the first round of the 2022 PBR Teams Draft.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

6

### HOMETOWN

GUZOLÂNDIA, SÃO PAULO, BRAZIL

### RESIDENCE

DECATUR, TEXAS

### HEIGHT WEIGHT

5-8 158

### BORN

4/26/96

### RIDING HAND

LEFT

### CAREER EARNINGS

\$1,319,343

### HIGH-MARKED RIDE

92.5 POINTS ON CANADIAN MIST  
IN AUSTIN, TEXAS, ON SEPTEMBER  
28, 2018.



### AWARDS

- TWO-TIME PBR GLOBAL CUP TEAM BRAZIL QUALIFIER
- 2018 PBR GLOBAL CUP AUSTRALIA CHAMPION
- 2015 PBR BRAZIL CHAMPION

## TEAMS TRANSACTIONS

- 2022 PBR Teams First-Round Draft Pick by the Arizona Ridge Riders
- Member of the 2nd Place Arizona Ridge Riders during the 2022 PBR Teams Season
- Member of the 3rd Place Arizona Ridge Riders during the 2023 PBR Teams Season

## JOURNEY TO THE PBR:

Growing up with a bull stock contractor for a father, Luciano De Castro developed a passion for the sport of bull riding at a young age.

While he didn't begin his competitive career until age 16, Castro has been a rising star displaying natural talent, leading some to liken him to 2017 PBR World Champion Jess Lockwood, and standout Brazilian riders Adriano Moraes, Silvano Alves and Guilherme Marchi.



**CAREER IN REVIEW:****2015-2016**

- Castro made his PBR Brazil debut in 2015, winning two events, including the PBR Brazil Finals, and logged six additional Top 10 finishes before being named the season's PBR Brazil Champion and Rookie of the Year.
- In 2016, Castro earned one event victory and six accompanying Top 5 finishes at PBR Brazil events, finishing runner up in the nation's title race.
- In his two years with the Brazilian tour, Castro went an impressive 79-for-93 (84.95%) and delivered a perfect 10-for-10 performance across his two appearances at the legendary Barretos Rodeo.

**2017-2019**

- Castro made his United States debut in 2017 at the Pendleton Whisky Velocity Tour event in Ontario, California. Two months later, Castro made his elite Unleash The Beast debut in Sacramento, California.
- Castro moved to the United States under the encouragement of three-time World Champion Alves, who Castro met a few years prior when he won Alves' open bull riding event in Brazil.
- In 2017, his first year on the premier tour, Castro's best finish was fourth at the Jacksonville, Florida event in March. At year's end, Castro rode to a ninth-place result at his first-ever World Finals and concluded the year No. 25 in the world.
- Castro broke through in 2018 as the young Brazilian won his first Unleash The Beast event in Little Rock, Arkansas, followed by a second win later that season in Austin, Texas.
- Castro also notched his first 15/15 Bucking Battle victory in 2018, dominating the special round in Columbus, Ohio.
- Castro finished the 2018 season ranked a then career-best No. 6 in the world after qualifying for his second World Finals.
- During the Unleash The Beast's summer break, Castro made his PBR Global Cup debut at the 2018 edition of the event in Sydney, Australia. Going a perfect 3-for-3, he helped Team Brazil capture their first win at the team-formatted international spectacle.
- While Castro's 2019 season didn't include signature wins, consistent riding propelled him to finish the season ranked No. 9 in the world, and he made his third consecutive appearance at the PBR World Finals.

**2020-2021**

- The 2020 campaign was uncharacteristically tough for the gritty Brazilian.
- Battling a chronic hip injury, Castro logged just one Top-10 finish through the first two months of the season, finishing ninth at the Iron Cowboy Major, before being cut from the elite Unleash The Beast.
- When the summer season began, Castro was making the 8 more consistently, logging four Top 10 efforts through July and August.
- Castro continued to capitalize on opportunities to compete, earning two Top 5 efforts through the quartet of Pendleton Whisky Velocity Tour events in Casper, Wyoming, in October, and both winning and finishing runner-up at the Llano, Texas Touring Pro Division event through his two entries.
- Reaching the World Finals as an alternate, Castro went 2-for-4 en route to a 27th-place finish and finishing No. 46 in the world.
- Castro also competed for third-place Team Brazil at the 2020 PBR Global Cup USA.
- In 2021, Castro continued to battle injury and again finished No. 46 in the world.
- While he made eight appearances on the premier series, finishing a season-best seventh in Billings, Montana, in May, Castro's season ended in July on the Pendleton Whisky Velocity Tour in Memphis, Tennessee, where he sustained a knee injury.



**2022-2023**

- Finally healthy, Castro returned to championship form in 2022 and finished inside the world's Top 5 for the first time in his career.
- The Brazilian got off to a hot start, registering Top 10 finishes in his first four elite tour events and winning the 15/15 Bucking Battle in Milwaukee, Wisconsin, in February, catapulting him to No. 6 in the world standings.
- He then won his second 15/15 Bucking Battle of the year in Nampa, Idaho.
- Concluding the individual regular-season with a Top 20 finish in the main event and third-place result in the 15/15 Bucking Battle in Billings, Montana, Castro began his fifth career World Finals ranked No. 6 in the world.
- At the first iteration of the sport's crown jewel in Fort Worth, Castro continued his stellar season, going 4-for-8 and finishing fourth at the 2022 PBR World Finals. His strong outing at World Finals, which included three 90-point rides, led him to finish a career-best No. 4 in the world.
- After Castro's impressive run on the premier series, the Arizona Ridge Riders drafted him with their first-round pick in the inaugural 2022 PBR Team Series Draft. Castro lived up to his selection, posting an incredible 15-for-21 performance throughout the regular season, leading the Ridge Riders to a 14-13-1 record entering the first PBR Team Series Championship in Las Vegas.
- After bucking off in Arizona's Round 1 win against the Missouri Thunder, he was a force for the team's title push in their subsequent games.
- As Arizona faced off against the Texas Rattlers in Round 2, Castro covered War Dress for 87 points, to help the team to victory and punch their ticket to the Semifinals. Remaining red-hot, Castro converted atop Big Black for 89.25 points, as the Ridge Riders eliminated the Oklahoma Freedom and advanced to the Championship Game.
- During the team's last game of the season, while Castro rode Chateau Montelena's Montana Jacket for 91.25 points, his highest-marked ride in the Team Series, Arizona ultimately fell to the Nashville Stampede, concluding the 2022 PBR Team Series No. 2 in the league.
- Despite missing much of the latter half of the 2023 individual season due to injury, Castro still finished inside the Top 20 of the Unleash The Beast standings.
- After finishing second in St. Louis in mid-December at his first premier series event of the season, Castro tallied seven consecutive Top-25 finishes, including another Top-5 finish in Duluth, Georgia, to climb to the world No. 9 rank by February.
- After registering two additional Top 10 finishes, and establishing himself as a gold buckle contender, Castro was ultimately sidelined due to a hip injury that required surgery following the March event in Little Rock, Arkansas.
- While he was sidelined for the World Finals, Castro still concluded the year inside the Top 20, ranked No. 19.
- During the 2023 PBR Teams season, Castro returned to the Arizona Ridge Riders and went 2-for-6 during the regular season, missing the entire month of August after breaking his arm in Cheyenne, Wyoming.
- While Arizona got off to a slow start, they had a mid-season surge, which included a six-game win streak and an event win in Oklahoma City, Oklahoma, to propel them to a 13-15 record at the end of the regular season.
- Entering the PBR Teams Championship ranked No. 5, Arizona defeated the Carolina Cowboys, 344-265.5, in Round 1 with the help of Castro's 87.25-point ride on Bubba G.
- In Round 2, they then went head-to-head with the No. 2 Kansas City Outlaws, and the Ridge Riders earned an upset win to advance to their second-consecutive Semifinals with a 160.25-86.75 victory.
- After being shut out 175.25-0 by the eventual champion Texas Rattlers in the Semifinals, Arizona bounced back in the Third Place Game, trouncing the Missouri Thunder, 344.75-0. After a buckoff in the Semifinals, Castro found his stride once again, topping Buffalo Chip for 87.5 points to help Arizona finish the season No. 3 in the league.



## ALEX CERQUEIRA

A surging star in Brazil from 2017-2019, Alex Cerqueira brought his skills stateside in 2020 and was quick to establish himself as a burgeoning talent among the world's best. After qualifying for his career-first PBR World Finals, and going 90 on three-time PBR World Champion Bull SweetPro's Bruiser in 2020, "Carreirinha" looked to be a staple on the premier series for years to come. After another strong campaign in 2021, the Brazilian suffered a setback, missing the 2022 season as he recovered from knee and shoulder surgery. Determined as ever, Cerqueira returned in 2023 ready to once again compete for a gold buckle. While his individual season was rocky, Cerqueira's skills caught the eyes of the Oklahoma Freedom who drafted the established talent. Even while riding with a broken leg, Cerqueira proved a top performer for the team, and is now on hunt for both an individual and Teams Championship.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

3

### HOMETOWN

IGUATEMI, BRAZIL

### RESIDENCE

DECATUR, TEXAS

### HEIGHT WEIGHT

5'8 150

### BORN

3/31/1993

### RIDING HAND

LEFT

### CAREER EARNINGS

\$308,476

### HIGH-MARKED RIDE

91.75 POINTS ON RICKY VAUGHN DURING THE PBR TEAMS EVENT IN GLENDALE, ARIZONA ON SEPTEMBER 30, 2023.



### TEAMS TRANSACTIONS

- May 17, 2023: Selected in the fourth round of the 2023 Reserve Rider Draft by the Oklahoma Freedom

### JOURNEY TO THE PBR:

Nicknamed "Carreirinha" (career) for his competitive nature and dedication to his craft, Alex Cerqueira honed his bull riding skills when he wasn't taking care of his cattle in Brazil.

After failing to find success early on at the highest level in Brazil, the young cowboy re-focused and changed how he trained.

As he improved physically, Cerqueira also added a psychological tilt to his training by taking time to relax with his family and center himself before taking the next step in his career.



## CAREER IN REVIEW

### 2017-2019

- In 2017, Cerqueira made his PBR debut in Brazil, riding in Londrina, Paraná, Brazil where he finished second after going a perfect 4-for-4.
- Cerqueira continued to shine in his home nation, riding at 10 additional events, recording a qualified ride at each tour stop. In addition to winning the event in Frutal, Minas Gerais, Cerqueira recorded two additional Top-10 finishes before finishing the year No. 6 in the national standings.
- After riding at just one PBR event in 2018, Cerqueira competed four times in 2019, notching two 10th place finishes.

### 2020

- In 2020, Cerqueira relocated to the United States in an effort to reach the elite Unleash The Beast. At his first event stateside, the surging Brazilian finished fourth at the Touring Pro Division stop in Fort Worth, Texas.
- Quick to find his groove, in late February, Cerqueira won the Pendleton Whisky Velocity Tour event in North Charleston, South Carolina, earning a berth to the elite tour in Little Rock, Arkansas.
- Despite not reaching the 8-second mark in Arkansas, Cerqueira was back to his title contending form the next weekend in Duluth, Georgia where he finished 15th.
- In just his fourth event on the premier series, Cerqueira finished a career-best second and notched his first 90-point ride when he covered three-time PBR World Champion Bull SweetPro's Bruiser for 91.25 points in Guthrie, Oklahoma in May.
- In the following months, Cerqueira notched an additional four Top-10 finishes, including another runner-up effort in Des Moines, Iowa, before qualifying for his first PBR World Finals.
- Going 1-for-4, Cerqueira finished 16th at the 2020 PBR World Finals before ending the year a career-best No. 19 in the world.

### 2021-2023

- In 2021, Cerqueira again finished inside the Top 25 in the world.
- The Brazilian began the campaign strong, recording four Top-15 finishes through February. After slowing down in March, Cerqueira rallied in April, posting two Top-10 finishes on the top tour.
- Cerqueira delivered this top result of the season in Nashville, Tennessee, in August, finishing second. His silver finish was the capstone of a strong month that included Top 25 efforts at all three events he competed at.
- After being shut out at his second PBR World Finals, Cerqueira finished his sophomore campaign No. 24 in the world. He then missed the 2022 season when returning home to Brazil to recover from both knee and shoulder surgery.
- In 2023, he returned to the United States, but struggled find his groove in individual competition.
- Cerqueira's campaign began the first weekend of January in New York City where he rode to an eighth-place finish inside Madison Square Garden. Following the Top-10 finish, Cerqueira tacked on two additional Top-20 efforts to conclude the month No. 37 in the Unleash The Beast standings.
- Bouncing between the Velocity Tour and the Touring Pro Division as the season progressed, Cerqueira won his first PBR event on American soil at the PBR Stockyards Showcase in Fort Worth, Texas, in March.
- Despite the win, Cerqueira couldn't get into a rhythm on the premier series and ended the season with just one more Top-20 finish on the top tour.
- After missing the 2022 PBR Teams season, the Oklahoma Freedom selected Cerqueira in the 2023 Reserve Rider Draft. The Brazilian proved to be a valuable selection, going 6-for-21 and helping the Freedom to a 14-14 record in the regular season, despite competing with a broken leg.



- In the postseason, Oklahoma entered the PBR Teams Championship as the No. 4 seed and got off to a strong start, defeating the 2022 Champion Nashville Stampede in Round 1, 262-261.5. The Freedom fell to the eventual Champion Texas Rattlers in Round 2, 170.75-87, and were eliminated from the tournament by the Missouri Thunder in the second Last Chance Game. In Las Vegas, Cerqueira was called upon twice by the Freedom, but was shut out, going 0-for-2.



## JOHN CRIMBER

John Crimber is being hailed as a generational talent, the most exciting young bull-riding prospect to emerge since the formation of the PBR Teams league and very likely the No. 1 pick in the 2024 Teams Draft to start the league's third season. Crimber, the son of 10-time PBR World Finals qualifier and Arizona Ridge Riders Co-Coach Paulo Crimber, turned 18 in August 2022, and by the end of October had won nine Challenger Series events and skyrocketed to finish No. 2 in the Challenger Series standings. The teenage phenom began riding bulls at the age of five and first garnered national attention when he won the Mini Bull Riders Senior Division Championship in Las Vegas in 2019. Crimber continued to take the youth bull riding circuit by storm, winning the National High School Rodeo Association Bull Riding titles in 2021 and 2022 and the Tuff Hedeman Bull Riding buckle in 2023. After dominating the Challenger Series, Crimber is now set on extending his rising PBR stardom to the premier series in 2024 as well as stepping into a major role with a team in the PBR Camping World Team Series.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### HOMETOWN

DECATUR, TEXAS

### RESIDENCE

DECATUR, TEXAS

### HEIGHT

5'7

### WEIGHT

140

### BORN

8/11/05

### RIDING HAND

LEFT

### CAREER EARNINGS

\$70,132

### HIGH-MARKED RIDE

N/A



### JOURNEY TO THE PBR:

Son of 10-time PBR World Finals qualifier Paulo Crimber, John Crimber was destined to become a great bull rider from a young age.

Growing up in Decatur, Texas, Crimber not only got to learn the sport from his father but also by watching the myriad of great Brazilian bull riders that now call Decatur home.

Beginning his bull riding career at the age of 5, it quickly became clear that Crimber had his father's talent. In 2019, Crimber won the Junior Bull Riding title at the Fort Worth Stock Show and Rodeo before winning the Mini Bull Riders Senior Division Champion title in Las Vegas.

He then went on to win back-to-back National High School Rodeo Association bull riding titles in 2021 and 2022.

In March of 2023, Crimber added to his already impressive trophy case, going a perfect 3-for-3 to win the Tuff Hedeman Bull Riding buckle.



**CAREER IN REVIEW:****2023**

- A day after turning 18 in August, Crimber burst onto the PBR scene in August, placing third at his first Challenger Series event in Goliad, Texas. A week later, the young gun tied for his first event buckle in Lamar, Missouri.
- The Texan then rode to both a first and third-place result in Eureka, Montana, before winning his first PBR Stockyards Showcase in Fort Worth, Texas, the following week.
- In September, the teenage phenom placed inside the Top 10 at all seven events he entered, including four victories, skyrocketing to No. 2 in the Challenger Series Global standings.
- The young cowboy stayed hot to begin October, recording two additional wins at the PBR's weekly Stockyard Showcase in Fort Worth in back-to-back weeks.
- Winning a torrid nine events in two months, Crimber entered the PBR Challenger Series Championship ranked No. 2 in the standings. Knowing he needed to win the event for a shot at being the Challenger Series Champion, the budding superstar rocketed out of the chutes atop Huckleberry, winning Round 1 courtesy of an 89-point ride. After No. 1 ranked Alan de Souza failed to make the requisite 8, Crimber knew that the crown was within his reach. In the final round, Crimber roared out of the gate on Baby Huey but was bucked off after 4.3 seconds, finishing the event fourth and No. 2 in the Challenger Series standings.
- Crimber made his first trip to compete in a PBR Canada event in Saskatoon, Saskatchewan, in late October, going a perfect 3-for-3 and winning his first event in the Great White North. He followed that up with a tenth-place finish in Yorkton, pushing him to No. 21 in the PBR Canada standings.



## WINGSON HENRIQUE DA SILVA

One of the best prospects to emerge from the Brazilian scene in recent years, Wingson Henrique da Silva came to America for the inaugural PBR Teams season in 2022 and immediately made an impact. After honing his craft under PBR Ring of Honor inductee and Carolina Cowboys Head Coach Jerome Davis, Silva dominated in his first individual season in 2023, finishing runner-up in the Rookie of the Year race, and second at his debut World Finals, all the while concluding the year a career-best No. 4 in the world. As confident as ever, Silva, who was traded prior to the 2023 PBR Teams season to the Kansas City Outlaws, is ready to bring a Teams Championship to the Kansas City and another PBR World Championship back to Brazil.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

1

### HOMETOWN

NAVIRAI, BRAZIL

### RESIDENCE

SPRINGVILLE, CALIFORNIA

### HEIGHT WEIGHT

4'11 150

### BORN

8/14/99

### RIDING HAND

LEFT

### CAREER EARNINGS

\$400,947

### HIGH-MARKED RIDE

92.5 POINTS ON FLYIN WIRED DURING THE PBR TEAMS CHAMPIONSHIP IN LAS VEGAS, NEVADA, ON OCTOBER 21, 2023.



### AWARDS

- MEMBER OF THE 2023 PBR TEAMS REGULAR SEASON NO. 2 KANSAS CITY OUTLAWS

### TEAMS TRANSACTIONS

- July 6, 2022: Signed as a free agent by the Carolina Cowboys.
- May 15, 2023: Acquired by the Kansas City Outlaws from the Carolina Cowboys.

### JOURNEY TO THE PBR:

- Silva began riding calves when he was five years old in Brazil, learning from his dad who rode bulls for 10 years.
- As he got older, Silva progressed to steer, eventually attending a qualifier at Rancho Primavera when he was 16 years old. He passed and began his professional career as a bull rider.



**CAREER IN REVIEW:****2021 - 2022**

- Silva made his PBR debut in Brazil in 2021 at one of the sport's most prestigious events in the South American nation - Barretos. Going 3-for-3 in his first PBR event, Silva finished fourth.
- His performance in his home nation caught the eyes of the Carolina Cowboys, who signed him as a free agent to compete in the inaugural PBR Teams season.
- Under Head Coach Jerome Davis, Silva went 3-for-18 in the league's first campaign, helping Carolina to a 15-13 regular season finish.
- During the PBR Teams Championship in Las Vegas, the Cowboys defeated the Kansas City Outlaws in the first round but were subsequently knocked off by the Oklahoma Freedom in Round 2. They were ultimately eliminated from championship contention by the Texas Rattlers in the second Last Chance Game. Silva was tapped to ride both against the Outlaws and in the second Last Chance Game but failed to convert.

**2023**

- In November 2023, Silva made his Unleash The Beast debut, quickly showing he could compete among the world's best on an individual level.
- After a 21st-place effort during his first outing on the elite tour in Tucson, Arizona, Silva quickly found his groove, logging five consecutive Top 20 finishes, including a pair of third-place results in St. Louis, Missouri, and Tulsa, Oklahoma, catapulting to the No. 17 rank in the Unleash The Beast standings.
- In Tulsa, Silva reached a key career milestone, posting his first 90-point ride in the premier PBR competition, riding Chateau Montelena's Montana Jacket for a career-best 90.25 points to help cement his third-place finish.
- Silva continued to convert on the elite tour, including posting a career-best second-place finish in Milwaukee, Wisconsin, helping him to qualify for his first World Finals ranked No. 14.
- Once in Fort Worth, Silva not only contended for the World Finals event win but also the PBR World Championship until the last outs of the season.
- After being bucked off in the first two rounds, he rallied and put together three-straight rides: 86 points atop Bison in Round 3, 89.5 points aboard Flyin Wired in Round 4, and 88 points on Tijuana Two-Step in Round 5. The scores propelled Silva to the top of the event leaderboard with just two days, and three rounds of the World Finals remaining.
- Unable to make the 8 on Bandito Bug in Round 6, Silva knew he had to bear down and post a score in Round 7 to remain in contention for various honors. The Brazilian once again proved his mettle, converting aboard Ivy League for 88.25 points. With multiple title hopes on the line in the championship round, Silva was unable to convert under pressure, bested by re-ride draw Hunting Trip in 4.93 seconds to bring his season to an end.
- Silva concluded his first World Finals second, and he finished the season ranked No. 4 in the Unleash The Beast standings.
- Prior to the 2023 PBR Teams Draft, held during the 2023 PBR World Finals, Silva was traded by the Carolina Cowboys to the Kansas City Outlaws in exchange for the No. 2 overall pick. A roster move that proved dividends, Silva was a key part of the Outlaws' regular season success, going an impressive 11-for-20 to help drive the team to the No. 2 rank in the regular season standings with an 18-10 record.
- Via their regular season success, the Outlaws earned one of two coveted first-round byes at the 2023 PBR Teams Championship in Las Vegas. Under the bright lights of Sin City, the Outlaws stumbled against the No. 5 Arizona Ridge Riders, 160.25-86.75, in Round 2. Kansas City was unable to rally in the second Last Chance Game, falling to the Missouri Thunder as their season came to an end. Despite their losses, during the Last Chance Game, Silva wowed the crowd inside T-Mobile Arena covering 2023 ABBI Classic World Champion Bull Flyin Wired for a career-best 92.5 points.



## COOPER DAVIS

A powerful example of the impact words can have, had it not been for a bull riding legend colorfully commenting about his weight, Cooper Davis may have never claimed a World Championship Gold Buckle. Davis committed to a holistic fitness plan in 2015 and quickly ascended to Western sports stardom, crowned the 2016 PBR World Champion. He's been a contender every year since, embroiled in some of the PBR's most exciting, and historic battles for the coveted gold buckle, and while in late 2023 he announced he'll be stepping away from individual competition to enter the PBR broadcast booth, he continues to chase his first PBR Teams Championship with the Carolina Cowboys.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD CHAMPIONSHIP TITLE

2016

### WORLD FINALS APPEARANCES

8

### HOMETOWN

JASPER, TEXAS

### RESIDENCE

DALLAS, TEXAS

### HEIGHT WEIGHT

5-9 150

### BORN

3/23/94

### RIDING HAND

RIGHT

### CAREER EARNINGS

\$3,579,151.65 \*

### HIGH-MARKED RIDE

94 POINTS ON CHISELED IN KANSAS CITY, MISSOURI, ON MARCH 21, 2021



### AWARDS

- 2022 PBR Teams Supplemental Draft First-Round Pick by the Carolina Cowboys
- Three-Time PBR Global Cup Team USA Qualifier
- 2017 PBR Global Cup Canada Champion
- 2016 PBR World Champion
- 2016 Lane Frost/Brent Thurman Award Winner
- 2015 PBR World Finals Event Winner

## TEAMS TRANSACTIONS

- June 2, 2022: Selected with the second pick of the Supplemental Draft by the Carolina Cowboys.
- February 28, 2023: Marked as a Protected Rider by the Carolina Cowboys.

## JOURNEY TO THE PBR:

- Unlike many other riders, Cooper Davis didn't grow up in a rodeo family. His fascination with the sport began watching bull riding on television.
- When he was 11 years old, Davis' sister dated bull rider Clayton Foltyn, and being around the Texas cowboy made Davis want to ride.
- Davis started on junior bulls and soon elected to quit football, which he had played for two years, to pursue bull riding full time.
- Foltyn, Davis' source of inspiration, remains an influential force in his career and the guy he'll call



if he's ever in a slump. Davis also credits Terry Don West and Jim Sharp for inspiring him early in his career, saying he thinks his riding style is similar.

- Davis' decision to quit football has proved dividends, with the poised cowboy having already won one PBR World Championship. His biggest fans are wife Kaitlyn and son Mack, who can often be seen donning a matching outfit like dad.

## CAREER IN REVIEW

### 2015

- Davis joined the elite PBR Unleash The Beast in February 2015, culminating his rookie season by winning the 2015 PBR World Finals event title, becoming just the fourth rookie to accomplish the feat.
- After being called "fat" by a blunt-spoken bull riding legend, the Texas native lost more than 25 pounds in a span of two months in the second half of the 2015 season leading into his World Finals victory. Davis continued his rigorous diet and exercise regimen during the 2016 season and has been one of the sport's top riders since.

### 2016

- In 2016, Davis hit a hot streak in the second half of the elite tour's season, winning three events, including back-to-back wins at the Music City Knockout in Nashville, Tennessee, marking his first career regular-season and Major win, and Tulsa, Oklahoma.
- Davis then used a second-place finish in nearby Thackerville, Oklahoma, to reach the No.1 rank in the world standings for the first time in his career.
- He broke his collarbone in September and underwent surgery to have a steel plate and three screws put into his clavicle, only to return to competition a mere 17 days later. Fifty-three days later Davis was crowned the 2016 PBR World Champion.
- After one of the tightest points battles in PBR history, Davis put up a 91-point ride on Catfish John in Round 5 of the PBR World Finals to come from behind and emerge the 2016 PBR World Champion following a dramatic three-way battle with 2015 Rookie of the Year Kaique Pacheco and two-time World Champion J.B. Mauney.

### 2017-2019

- A year-long contender for the title in 2017, Davis, who won two 15/15 Bucking Battles and one event during the regular-season, reached a season-best No. 2 in the world, concluding the year No. 3, 579.17 points behind World Champion Jess Lockwood, after going 2-for-6 at his third World Finals.
- Davis capped the 2017 season as the Captain of Team USA at the inaugural PBR Global Cup in Edmonton, Alberta, Canada. He logged two qualified rides for his home country which won the historic five-nation, international showdown.
- After finishing No. 7 in the world in 2018, Davis was back in the race for the coveted gold buckle in 2019.
- A win just before the summer break in Green Bay, Wisconsin, foreshadowed a tremendous second half from the World Champion, which included a second Unleash The Beast victory in Greensboro, North Carolina.
- While Davis entered the World Finals ranked No. 5, a broken wrist hampered hopes of a second World Finals event win as Davis went 2-for-6.
- At the first-ever PBR Global Cup on American soil, Davis, riding for the Red, White and Blue for the third time, went 3-for-4, leading Team USA Eagles to a runner-up finish. In the individual aggregate, Davis finished first.

### 2020-2021

- As fast as Davis' 2020 season began, it was put on pause. After bucking off Midnight Rock in 2.79 seconds during the championship round of the season-launch event in New York City, Davis fractured his neck, sidelining him for nearly the entire first half.
- Remaining focused on earning his second PBR World Championship, Davis returned in late May in Sheridan, Wyoming, winning the city's Touring Pro Division event.
- When the second half of the elite Unleash The Beast resumed in Bismarck, North Dakota in



August, Davis' momentum continued. After recording two Top 10 efforts through his first three elite tour events back, the soft-spoken Texan captured his first Unleash The Beast victory of 2020 in Lincoln, Nebraska.

- At year's end, Davis finished short of his second World Championship, but concluded the season on a high note, qualifying for his sixth career PBR World Finals, where he was ninth. Beginning the second half of the season No. 28 in the world, Davis's surge allowed him to gain 20 positions, finishing the year No. 8 in the world.
- In 2021, Davis was one of five different riders to hold the world's No. 1 rank throughout the season, poised atop the standings for five weeks at the start of the year.
- Throughout the regular season, Davis was a force, beginning the seventh PBR World Finals of his career ranked No. 3 in the world, having won two Unleash The Beast events and an accompanying 15/15 Bucking Battle. Despite an eighth-place finish at the year-end event, Davis concluded the 2021 PBR World Championship race No. 3, 1,420 points behind the top spot.
- Among Davis' many highlight moments in 2021 was what is now the high-marked ride of his career. In late March, Davis covered World Champion Bull contender Chiseled for a monstrous 94 points in Kansas City, Missouri.

## 2022

- Davis' 2022 individual campaign was cut short after he suffered a severe shoulder injury when he was thrown into the outgate following an 89.75-point ride atop Back Jack in Sacramento, California in January.
- After briefly considering retirement and joining the broadcast team during his rehab, Davis decided he wouldn't hang up his bull rope just yet, declaring for the 2022 PBR Teams Supplemental Draft.
- The Carolina Cowboys selected Davis with the second overall pick in the PBR Teams Supplemental Draft, and the veteran Texan returned to competition in September for the Cowboys' first-ever homestand in North Carolina.
- Davis didn't show any rust after his six-month recovery, making the 8 in his first four outs back, and finishing the regular season a sizzling 11-for-14. Carolina finished with a 15-13 record, ranked No. 4 in the league standings entering the PBR Teams Championship.
- In Las Vegas, Carolina defeated the Kansas City Outlaws during Round 1 before falling to the Oklahoma Freedom in Round 2, despite Davis' monstrous 90.25-point ride atop Express Lane. Carolina was eliminated from championship contention after losing the second Last Chance Game, knocked out by the Texas Rattlers.

## 2023

- When the 2023 individual season launched, Davis returned with a vengeance, eager to earn his second World Championship.
- The Texan got off to a white-hot start, winning the second event of the season in St. Louis, Missouri, to briefly hold the No. 1 rank in the 2023 title battle. Davis, however, despite finishing inside the Top 5 at his next three events, wasn't able to hold the top spot for long, slipping to the No. 2 spot as the New Year began.
- Davis continued to remain a force atop the standings as the season continued to unfurl. He won his second event of the season in mid-April in Billings, Montana, catapulting to the No. 4 spot in the standings. Davis' celebrations were short-lived, however, as injury sidelined him until the PBR's 30th Anniversary World Finals
- As action for the sport's most prestigious event got underway, Davis was bucked off in his first two outs, but rallied to post an 88-point ride atop Bubba G in Round 3. However, that would be his only ride across the two-week event. When the dust settled, Davis finished tied for 23rd at the event, sliding to No. 9 in the Unleash The Beast standings to conclude the individual campaign.
- The veteran returned to the starting lineup for the Carolina Cowboys for the 2023 PBR Teams season and led the team by going 14-for-24 to finish fourth in the MVP race. His 14 rides and 58.3% ride percentage were also fourth-best in the league. Davis' success helped Carolina finish the regular season No. 6 in the league with an 11-17 record.



- At the 2023 PBR Teams Championship in Las Vegas, the Cowboys were unable to find their groove. Even though Davis converted for 88.5 points aboard Caesar, the team lost to the No. 5 Arizona Ridge Riders, 344-265.5, in Round 1. Their Championship hopes then came to an end when the team failed to rally and was sent home by the Missouri Thunder in the first Last Chance game.



## CASSIO DIAS

One of the hottest riders coming out of Brazil in recent years, Cassio Dias dominated in his home country and was crowned the 2022 PBR Brazil Champion during his first full year of competition with the organization. Selected by the Kansas City Outlaws in the 2023 PBR Teams Draft, Dias stayed hot on foreign soil, leading the team and finishing second overall in the hotly contested 2023 PBR Teams MVP race. Now with a season under his belt, Dias looks to add a PBR Teams Championship and individual World Championship to his trophy case.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### HOMETOWN

SÃO F. DE SALES, BRAZIL

### RESIDENCE

WHITESBORO, TEXAS

### HEIGHT WEIGHT

5'5 141

### BORN

11/5/01

### RIDING HAND

LEFT

### CAREER EARNINGS

\$187,934

### HIGH-MARKED RIDE

91.25 POINTS ON MIKE'S MOTIVE DURING THE PBR CAMPING WORLD TEAM SERIES EVENT IN AUSTIN, TEXAS, ON AUGUST 20, 2023.



### AWARDS

- 2023 PBR TEAMS FIRST-ROUND DRAFT PICK
- MEMBER OF THE 2023 PBR TEAMS REGULAR-SEASON NO. 2 KANSAS CITY OUTLAWS
- 2023 PBR TEAMS MVP RUNNER-UP
- 2022 PBR BRAZIL CHAMPION

## TEAMS TRANSACTIONS

- May 17, 2023: Selected in the first round of the Protected Roster Draft by the Kansas City Outlaws.

## JOURNEY TO THE PBR

- Looking for his shot to join the PBR as he grew up learning to ride bulls in Brazil, Cassio Dias's dream was always to win the PBR Brazil Championship and head to the United States, following in the footsteps of the numerous bull riding greats to come from the nation including Silvano Alves, Jose Vitor Leme, and others.

## CAREER IN REVIEW

### 2021-2023

- Dias burst into the PBR with authority in August 2021, finishing third in his first PBR Brazil event, held in tandem with the iconic Barretos.
- While he didn't return to PBR competition for nearly a year, not riding again until June 2022, he



did so in seemingly unstoppable form. During the five-month period from June-October, Dias went 24-for-35, logging two event wins and four accompanying Top-5 efforts.

- In August 2022, Dias fulfilled his dream of winning the PBR Brazil Championship, finishing 132.3 points ahead of runner-up Felipe Furlan. Dias clinched the title courtesy of a third-place finish at the National Finals where he went 3-for-5.
- Dias's dominance in Brazil secured him an invite to the PBR Challenger Series Championship in Las Vegas, but he stumbled, going 0-for-1.
- On American soil in 2023, Dias won his third event of the season at the PBR Stockyards Showcase in Fort Worth, Texas, where he went 2-for-2.
- After a sixth-place finish at the same Fort Worth event series later that month, Dias earned his spot on the PBR's elite tour for the late March event in Albuquerque, New Mexico.
- He went 1-for-3 to finish 11th in his elite tour debut.
- After an additional outing on the Unleash The Beast, and his debut event on the Velocity Tour in early April in Casper, Wyoming, Dias returned to Fort Worth's weekly Stockyards Showcase, logging an additional fourth-place finish before the season ended.
- Earning a berth to the Pendleton Whisky Velocity Tour Finals thanks to his PBR Brazil Championship, Dias proved his mettle against some of the PBR's best. After being bucked off in Round 1, Dias rallied and topped Boudin Billy for 86.5 points in Round 2. His 1-for-3 finish tied him for ninth at the expansion series' Finals.
- Impressed by his international dominance and quick rise to relevance in the United States, the Kansas City Outlaws selected Dias in the first round of the 2023 PBR Teams Draft ahead of the league's second season.
- Dias dominated during the 2023 PBR Teams season for the Outlaws, going 19-for-26 and finishing second in the hotly contested MVP race, 87 points back of winner Jose Vitor Leme, which came down to the final out of the regular season.
- Fueled by Dias' remarkable first-year season with the team, the Kansas City Outlaws won their homestand event in Kansas City, while also leading the field in Nashville, Tennessee, and Ridgedale, Missouri, en route to an 18-10 record, just one win behind the regular-season Champion Austin Gamblers.
- Via their regular season success, the Outlaws earned one of two coveted first-round byes at the 2023 PBR Teams Championship in Las Vegas. Under the bright lights of Sin City, the Outlaws stumbled against the No. 5 Arizona Ridge Riders, 160.25-86.75, in Round 2, despite Dias converting in his postseason debut for 86.75 points atop War Daddy.
- Turning to the Last Chance Game to keep their title hopes alive, Kansas City was unable to rally, falling to the Missouri Thunder as their season came to an end. Brito's momentum continued to mount in Round 6 as he overtook the World Finals event lead courtesy of an 88.5-point ride atop Short Circuit that netted another 46 points. While Brito remained No. 5 in the standings, he rose within 244 points of No. 1 Pacheco. Brito also extended his lead atop the Rookie of the Year race, surging 276.5 points out in front of the new No. 2-ranked rider Wingson Henrique da Silva, who was his chief competitor in the World Champion and Rookie of the Year races.
- Before Championship Sunday, Brito and Silva were two of just six riders to have gone 3-for-6 at the World Finals. Silva's three scores logged consecutively in Rounds 3-5, put him third on the leaderboard to begin the final day of the individual season, 4.75 points behind Brito, and No. 11 in the World Championship standings.
- Atop the event leaderboard as the final day of the season got underway, and within striking distance of the 2023 PBR World Championship, Brito elected to go head-to-head with Red Mosquito, while Silva architected a matchup with Ivy League. Each rider made the 8, marked a matching 88.25 points, to tie for second in the round on the final day of the championship event. Brito and Silva's scores, coupled with key buckoffs from Dalton Kasel, Dener Barbosa, Cooper Davis and Andrew Alvidrez, made it a three-rider race with Jose Vitor Leme entering the championship round.
- As the sixth man out in the championship round, Leme's hopes of victory were quickly extinguished as he was tossed by Yellowknife in a swift 1.8 seconds.



- Then it all came down to the final two outs of the season as Silva readied to take on Ricky Vaughn, while Brito found his name matched with World Champion Bull contender Flapjack.
- While Silva was first out, the tension quickly mounted as he was awarded a re-ride when Ricky Vaughn stumbled. Silva's third bull of the day, Hunting Trip, would be his final bovine athlete opponent of the season. In a must-ride situation, Silva failed to convert, bucked off in 4.93 seconds.
- Brito, who would inevitably be bucked off by Flapjack in 0.97 seconds, began to tear up atop the back of the chutes as Silva's buckoff clinched a never-before-accomplished trifecta for the Brazilian cowboy -he won the World Finals to clinch the 2023 Rookie of the Year honor and 2023 PBR World Championship.



## LUCAS DIVINO

Despite his jokester antics, Lucas Divino is one of the sport's most tenacious riders, excelling globally among the world's best bull riders, and covering some of the planet's rankest bovine athletes. Despite battling injuries that have kept him out of competition for long stretches of time, Divino has made an appearance at the last five World Finals. If the Brazilian can stay healthy, he is always in the race for a gold buckle, and he is ready to help the Austin Gamblers win a Teams Championship.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

5

### HOMETOWN

NOVA CRIXAS, BRAZIL

### RESIDENCE

DECATUR, TEXAS

### HEIGHT WEIGHT

5-8 160

### BORN

12/28/93

### RIDING HAND

RIGHT

### CAREER EARNINGS

\$700,212.73\*

### HIGH-MARKED RIDE

92 POINTS ON JUJU IN BILLINGS, MONTANA, ON APRIL 29, 2022



### AWARDS

- 2022 PBR TEAMS THIRD-ROUND DRAFT PICK
- MEMBER OF THE 2023 PBR TEAMS REGULAR SEASON NO. 1 AND PBR TEAMS CHAMPIONS RUNNER-UP AUSTIN GAMBLERS
- MEMBER OF THE 2022 PBR TEAMS REGULAR SEASON NO. 1 AUSTIN GAMBLERS

## TEAMS TRANSACTIONS

- May 23, 2022 - Selected in the third round of the PBR Teams Draft by the Austin Gamblers.
- March 1, 2023 - Marked as a Protected Rider by the Austin Gamblers.

## JOURNEY TO THE PBR

- Lucas Divino, one of five children, dropped out of school at age 15, and one year later began his path to becoming one of the sport's top riders.
- While doing ranch work, Divino went head-to-head with his first bovine athlete, a match-up he now faces regularly inside some of the world's most famed arenas

## CAREER IN REVIEW

### 2017-2018

- Making his PBR debut in 2017 in Brazil, Lucas Divino had an electric season, finishing No. 2 in the national standings after winning two events, including his career-first on the nation's elite tour in Divinopolis.
- Finishing 2017 No. 65 in the world, Divino began his 2018 campaign by leaving his home nation for the first time to compete in Australia, where he won two events before traveling to the northern hemisphere to make his debut on American soil.



- First riding at the Touring Pro Division event in Texarkana, Arkansas, where he was seventh, Divino made his elite Unleash The Beast debut one short week later in Albuquerque. In New Mexico, he established himself as a rider to watch after going 3-for-4, capped by an 88.25-point ride on Magic Train, to finish sixth.
- Divino made nine more appearances on the elite tour that season and finished an improved No. 48 in the world.

**2019**

- In 2019, Divino continued to reach new career highs.
- He again traveled to Australia to start the year and returned to the Unleash The Beast, first riding at the second event of the year in Chicago, Illinois. One week later in Glendale, Arizona, Divino finished a career-best third.
- Two months later, he nearly captured his first event win when he was runner-up in Kansas City, Missouri, a finish he duplicated at the Last Cowboy Standing Major, part of the iconic Cheyenne Frontier Days, in July.
- An elite tour regular the remainder of the season, Divino made his World Finals debut in November, finishing 19th, concluding the year No. 19 in the world.
- Divino was also part of the wildly talented 2019 PBR Rookie class, finishing the race among first-year pros seventh.

**2020-2021**

- Following an explosive rookie season, 2020 was a year of numerous career firsts for Divino.
- After steadily improving throughout the first four events of the season, Divino captured his career-first Unleash The Beast victory in February in Kansas City, Missouri. Going a perfect 3-for-3, Divino also recorded the first 90-point ride of his career on the premier series en route to the win, covering Medicine Man for 90 points. Netting 117 world points, Divino surged from No. 20 to No. 10 in the world.
- Less than three months later, Divino won his second premier series event in Guthrie, Oklahoma, joining Jose Vitor Leme as the second rider to have won multiple events throughout 2020.
- Divino's strong performance continued throughout the regular season, and he earned his second qualification to the PBR World Finals, finishing the season a career-best No. 11.
- In 2021, however, Divino battled injury before finishing an uncharacteristic No. 41 in the world.
- As the campaign got underway, Divino registered one Top 5 finish on the premier series, third in Fort Worth, Texas, before undergoing left hip surgery in April. Divino elected to have the surgery after sustaining a separate left knee injury while competing on the elite tour in late March in Kansas City, Missouri.
- The charismatic Brazilian, who remains in need of surgery on his right hip, returned to competition in late July angling to make a second-half push to the PBR World Finals. Despite four Top 15 efforts, Divino narrowly missed the World Finals field with an outright qualification.
- Divino, however, traveled to Las Vegas as an alternate, entering the event in Round 4. Going 1-for-2 in his two outs, Divino concluded the prestigious event 27th.

**2022-2023**

- Divino began the 2022 season on both the Touring Pro Division and Pendleton Whiskey Velocity Tour, working tenaciously to return to the elite Unleash The Beast.
- After a quick start to the season in November and December 2022, Divino hit a slump in the new calendar year, making the eight just twice in January.
- The Brazilian, however, regained top form over the next two months. He logged four Top-10 finishes, including back-to-back second-place finishes in Bangor, Maine, and Wheeling, West Virginia, going a combined 5-for-7, to earn a berth back to the PBR's premier series.
- Returning to the Unleash The Beast in late March in Albuquerque, New Mexico, Divino began the event ranked No. 49 in the world standings. After a 10th-place finish in New Mexico, Divino rode



to a second-place finish the following weekend in Sioux Falls, South Dakota, via a perfect 3-for-3 effort, climbing to No. 22 in the world.

- Divino stayed red-hot throughout the month of April, going 2-for-3 and finishing fourth in Nampa, Idaho. The Brazilian cowboy then capped his incredible run with a second-place finish in Billings, Montana, where he went 3-for-3 including a monstrous 92-point ride atop Juju, the high-marked ride of his career, to win the championship round.
- Despite competing in just six premier series events, Divino concluded the regular season ranked No. 18 in the world standings.
- Competing at his fourth World Finals, after being bucked off in the first two rounds, the determined cowboy rebounded to cover Crystal Fox for 85.75 points in Round 3.
- After once again failing to make the 8 in Round 4 and suffering a left MCL sprain, Divino battled back and recorded back-to-back rides in the next two rounds, capped by a commanding 90-point ride atop Gladiator's Hammer in Round 6.
- Despite being bucked off in Round 7, Divino finished the event 12th, pushing him to No. 18 in the world standings to finish the 2022 individual season.
- Seeing the veteran in top form, the Austin Gamblers selected Divino in the third round of the inaugural PBR Teams Draft. The Brazilian proved to be a valuable pick for the Gamblers, going 9-for-25 to help lead the team to finish the league's inaugural regular season No. 1 in the standings with a 16-12 record, earning them a first-round bye in the PBR Teams Championship in Las Vegas.
- The Gamblers fell to the eventual-champion Nashville Stampede in Round 2, despite a clutch 87.5-point ride from Divino atop Whip, before being eliminated from championship contention by the Texas Rattlers in the second Last Chance Game.
- Following the tournament, Divino elected to undergo hip surgery in December.
- Sidelined until late March, Divino was sensational upon his return, beginning with a second-place finish at the weekly PBR Stockyards Showcase in Fort Worth, Texas, then recording three Top-5 finishes across the final four regular-season Unleash the Beast events.
- In a short period of time, Divino catapulted from unranked to No. 32 in the Unleash The Beast standings, earning his fifth PBR World Finals qualification.
- At the PBR's 30th Anniversary World Finals in Fort Worth, the Brazilian went 1-for-7 and tied for 23rd. He finished the year ranked No. 32 in the standings.
- Divino was a valuable rider for the Austin Gamblers during the 2023 PBR Teams season, going 5-for-17. During the campaign, the Gamblers won a league-best four events, topping the field in Cheyenne, Wyoming, Anaheim, California, Austin, Texas, and Greensboro, North Carolina, en route to their second-consecutive regular-season Championship with a 19-9 record, securing a first-round bye at the 2023 PBR Teams Championship.
- During Round 2 of the progressive elimination tournament in Las Vegas, the Gamblers dispatched the Missouri Thunder in walk-off form, 177.75 - 174.75, advancing to the Semifinals.
- In a PBR Teams Championship first, the Austin Gamblers had to face the Missouri Thunder a second time after the league No. 8 team won their second Last Chance Game. After being shutout, and falling behind by two ride scores early, the Gamblers battled back, winning the game on the final out, 256-172. Advancing to the team's first Championship Game, the Gamblers posted three rides, including Divino's 86-point showing on Skippy, but it wasn't enough to take down the red-hot Texas Rattlers, who won 355.25-265.25.



## CHASE DOUGHERTY

What do pole vaulting, football, wrestling and bull riding have in common? They were all sports played in high school by now Unleash The Beast and PBR Teams standout Chase Dougherty. An athlete of many talents, Dougherty persevered through a torn MCL in his elbow to deliver a banner year in 2021, reaching his first PBR World Finals and delivering the first 90-point ride of his career. With his young family as motivation, the surging Oregon native is ready to win his first gold buckle and help bring a Teams Championship to the Arizona Ridge Riders.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

2

### HOMETOWN

CANBY, OREGON

### RESIDENCE

DECATUR, TEXAS

### HEIGHT WEIGHT

6'0" 155

### BORN

4/10/1998

### RIDING HAND

LEFT

### CAREER EARNINGS

\$595,666.91\*

### HIGH-MARKED RIDE

91.75 POINTS ON IVY LEAGUE DURING THE PBR CAMPING WORLD TEAM SERIES EVENT IN RIDGEDALE, MISSOURI ON SEPTEMBER 16, 2023



### AWARDS

- 2022 PBR TEAMS FOURTH-ROUND DRAFT PICK
- MEMBER OF THE 2ND-PLACE ARIZONA RIDGE RIDERS DURING THE 2022 PBR TEAMS SEASON
- MEMBER OF THE 3RD-PLACE ARIZONA RIDGE RIDERS DURING THE 2023 PBR TEAMS SEASON

## TEAMS TRANSACTIONS

- May 23, 2022: Selected in the fourth round of the PBR Teams Draft by the Arizona Ridge Riders.
- February 23, 2023: Marked as a Protected Rider by the Arizona Ridge Riders.

## JOURNEY TO THE PBR:

- Chase Dougherty is a second-generation cowboy, following in his bull-riding father's footsteps.
- With his natural aptitude for the sport on display from a young age, Dougherty, who also played football, wrestled and pole vaulted, was a three-time Oregon High School Rodeo Association champion bull rider from Canby High School.
- As a result of his scholastic success, Dougherty was recruited to compete for Montana State University in college.



**CAREER IN REVIEW:****2019-2020**

- Dougherty began his PBR career with momentum at his back having won the 2018 National Finals Rodeo bull riding aggregate.
- He competed at his first PBR event in 2019, riding at the sanctioned 2019 Calgary Stampede, where he also met his eventual wife Kara.
- As the 2020 season got underway, Dougherty found himself on the sidelines for the first two months as he continued to recover from reconstructive right shoulder surgery.
- Dougherty made his 2020 season debut in the middle of the year, riding at the landmark Monster Energy Team Challenge, presented by U.S. Border Patrol.
- Following the conclusion of the tournament, in early August, Dougherty won the first PBR event of his career, topping the field in Odessa, Texas.
- Despite being resistant to competition, pushed to make the trek by his now wife, Dougherty captured his second consecutive event win in late September in Gooding, Idaho.
- While Dougherty mounted a last-minute push to reach the World Finals, he fell just short of the goal after a 12th-place finish at the Pendleton Whisky Velocity Tour Finals in Sioux Falls, South Dakota.

**2021**

- In 2021, Dougherty dedicated himself to the PBR, reaching new career heights throughout the season as he finished third in the intense Rookie of the Year battle, qualified for his first PBR World Finals and ended the year a career-high No. 13 in the world.
- Dougherty won the mid-February Touring Pro Division event in Texarkana, Arkansas, to springboard him to his Unleash The Beast debut. He made his first outing on the premier series in late February in Fort Worth, Texas, but was shut out.
- Bouncing between tours for the next few months, Dougherty found his footing on the premier series in April, finishing 16th in Sioux Falls, South Dakota, before riding to a fourth-place result in Oklahoma City, Oklahoma.
- In Oklahoma City, Dougherty registered his first 90-point ride on the premier series, and what remains the high-marked ride of his career. Becoming the first man to cover the bovine athlete, Dougherty rode Detroit Lean for a monstrous 91.25 points.
- At the conclusion of the first half, Dougherty hit the summer circuit with fervor, registering four Top 5 finishes. His summer success, coupled with career-best runner-up finishes on the premier series in Sacramento, California, and Little Rock, Arkansas, allowed Dougherty to briefly lead the Rookie of the Year race.
- Following the late August event in Nashville, Tennessee, Dougherty was sidelined with an injured left elbow, sustaining a torn left MCL that will one day require surgery. While he may have missed two events, during that time, the young Texas native experienced the great joy of welcoming son Calgary to the world alongside his wife Kara.
- In riding through the elbow injury, Dougherty capped the season by qualifying for his first PBR World Finals, where he went 2-for-5 to finish 16th.

**2022**

- Continuing his success from 2021, Dougherty continued to excel in 2022, finishing inside the Top 20 in the world standings for the second consecutive season.
- Dougherty was red-hot to start the year, recording three Top 5 finishes across his first five events, rocketing up to No. 16 in the standings entering February.
- Riding to three additional Top-10 finishes during the next two months of the season, those successes, coupled with a third-place finish at the 15/15 Bucking Battle in Albuquerque, New Mexico, pushed Dougherty to the No. 14 rank in the world standings.



- In Everett, Washington, in April, Dougherty had his then career-best finish on the premier series, finishing second, going a perfect 2-for-2, including a monstrous 90.5-point ride atop BestTex Solutions Red Clark in the championship round.
- He tacked on two more Top-15 finishes before the end of the season, entering his second career World Finals ranked No. 12 in the standings.
- After being shut out at the first World Finals in Fort Worth, Texas, Dougherty concluded the year No. 16 in the world.
- After proving he was one of the best riders in the world in back-to-back years, Dougherty was selected by the Arizona Ridge Riders with their fourth overall selection in the inaugural PBR Teams Draft.
- After suffering a broken right kneecap in the preseason, Dougherty didn't make his Teams debut until Thunder Days in September, where he was stepped on by Moonlight Party after being bucked off, ending his season after he was rushed to a local hospital to be treated for a multitude of upper body injuries.
- While Dougherty recovered, the Ridge Riders finished the regular season fifth with a 14-13-1 record heading into the PBR Teams Championship.
- In Las Vegas, the team got hot, defeating the Missouri Thunder in Round 1 before rolling past the Texas Rattlers in Round 2. Arizona then beat the Oklahoma Freedom in the Semifinals to stamp their ticket to the Championship Game, where their remarkable run was finally stopped by the Nashville Stampede.

**2023**

- After recovering from his injuries, Dougherty used an event win at the Velocity Tour event held in tandem with the iconic National Western Stock Show in Denver, Colorado, as a springboard to return to the premier series in Indianapolis the last weekend of January, where he went 1-for-2 to finish 14th.
- Undeterred after being unable to make the 8 the following two weekends, Dougherty finished inside the Top 15 at two of the next three events, closing out the month of March ranked No. 47 in the Unleash The Beast standings.
- Knowing he needed to make up ground after missing the first few months of the season, Dougherty locked in, finishing inside the Top 10 at three of his last four regular-season events. The streak included Dougherty's career-first Unleash The Beast event win, going 3-for-3 in Tacoma, Washington.
- The late-season surge pushed him to No. 24 in the Unleash The Beast standings heading into the PBR's 30th Anniversary World Finals in Fort Worth, Texas.
- At his second career World Finals, Dougherty rode tall atop Drago in Round 1 for 88.25 points but was unable to last the 8 in the remaining rounds and finished 22nd. His finish was good enough to keep him in the Top 25 for the third consecutive season, concluding the year No. 22 in the standings.
- Dougherty went 4-for-12 for the Arizona Ridge Riders during the 2023 PBR Teams regular season. His career-high 91.75-point ride aboard Ivy League at Thunder Days in Ridgedale, Missouri, helped fuel Arizona's mid-season surge, where the team rattled off six consecutive wins and won the league event in Oklahoma City, Oklahoma. The team finished the regular season No. 5 in the standings with a 13-15 record.
- In Sin City for the 2023 PBR Teams Championship, Dougherty went 2-for-3, helping defeat the No. 6 Carolina Cowboys, 344-265.5, in Round 1. In Round 2 the Ridge Riders faced the regular season No. 2 Kanas City Outlaws. Dougherty converted again, and the Ridge Riders advanced to their second-consecutive Semifinals with a 160.25-86.75 victory.
- After being shutout 175.25-0 in the Semifinals, defeated by the eventual Champion Texas Rattlers, Arizona bounced back in the Third Place Game, trouncing the Missouri Thunder, 344.75-0.



## FELIPE FURLAN

Making his PBR debut in 2021 at arguably the most popular Western sports event in Brazil, Barretos, Felipe Furlan quickly caught the eyes of the bull riding world when he won the PBR Brazil National Finals during his rookie season, finishing No. 2 in the race for the 2022 PBR Brazil Championship. The successes led Missouri Thunder Head Coach and Assistant General Manager Luke Snyder to select the young talent in the third round of the 2023 PBR Teams Draft before he set foot on American soil. Now with a PBR Teams season under his belt, the young Furlan is ready to compete for an individual World Championship, trying his best to reward the Missouri Thunder and Snyder with a PBR Teams Championship.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### HOMETOWN

SALES OLIVEIRA, BRAZIL

### RESIDENCE

SALES OLIVEIRA, BRAZIL

### HEIGHT WEIGHT

5'8 158

### BORN

10/22/01

### RIDING HAND

LEFT

### CAREER EARNINGS

\$53,597

### HIGH-MARKED RIDE

90 POINTS ON FLAPJACK DURING THE FIRST LAST CHANCE GAME FOR THE 2023 PBR TEAMS CHAMPIONSHIP IN LAS VEGAS, NEVADA, ON OCTOBER 21, 2023.



### AWARDS

- 2023 PBR TEAMS THIRD-ROUND DRAFT PICK
- MEMBER OF THE 2023 PBR TEAMS 4TH PLACE MISSOURI THUNDER

## TEAMS TRANSACTIONS

- May 17, 2023: Selected in the third round of the Protected Roster Draft by the Missouri Thunder.
- October 4, 2023: Demoted to the Reserve Roster.

## CAREER IN REVIEW:

### 2021-2023

- Furlan made his PBR debut riding at the wildly popular Brazilian Western sports festival Barretos in August 2021, going 1-for-3 to tie for 11th.
- After a near-year hiatus, Furlan returned to action in June 2022, logging five consecutive Top-20 finishes before qualifying for his first PBR Brazil National Finals in August.
- Undeterred by the high-pressure stage, Furlan shined going a near-perfect 4-for-5 and capping his event with a monstrous 90-point ride atop Cama Fria, en route to winning the 2022 PBR Brazil National Finals.



- Courtesy of the victory, Furlan surged to No. 2 in the national standings, finishing a slim 132.3 points behind Champion Cassio Dias.
- Remaining in Brazil, Furlan got a quick jump on the 2023 title race logging two Top-20 finishes before the new calendar year.
- After securing four additional Top-10 results, Furlan earned his first victory of 2023 in Nantes in mid-May where he went a perfect 4-for-4.
- Furlan's early career success in Brazil caught the eyes of the Missouri Thunder, who drafted him in the Third Round of the 2023 PBR Teams Draft ahead of the league's second season.
- The young Brazilian steadily honed his craft throughout the regular season with the Thunder, going 4-for-22 as the team finished No. 8 in the league with an 8-20 record.
- At the 2023 PBR Teams Championship, Furlan and the Thunder started to show their potential. After falling to the eventual champion Texas Rattlers, 174-84.5, in Round 1 despite an 84.5-point showing by Furlan on Rank Frank, the team began to rebound.
- In the first Last Chance game, Missouri dispatched both the No. 6 Carolina Cowboys and 2022 Champion No. 7 Nashville Stampede, in part courtesy of Furlan's 84.5 point-ride on Fastfire.
- Advancing to Round 2 of the tournament for the first time in team history, the Thunder faced a David vs. Goliath showdown as they took on the No. 1 Austin Gamblers. When the dust settled, the Thunder were barely edged by 3 points, 177.75-174.75, relegating them to the Last Chance Game for the second night.
- Again delivering for his team, Furlan posted a monstrous, and career-best, 90-point ride on Flapjack to help propel the Thunder to victory, eliminating the No. 2 Kansas City Outlaws and No. 4 Oklahoma Freedom, to keep their championship hopes alive.
- In the Semifinals, in a PBR Teams Championship first, the Thunder again played the Austin Gamblers. After establishing an early two-ride lead, including an 89-point ride by Furlan atop Shivers, the Thunder were defeated in walk-off form, eliminated on the final out, 256-172.
- On the spurs of the loss, the Thunder were shut out in the Third Place Game against the Arizona Ridge Riders, ultimately concluding the 2023 season No. 4 in the league.



## LEONARDO CASTRO FERREIRA

In the early years of his professional career, which began at the age of 18, Leonardo Castro Ferreira has quickly vaulted to one of the sport's biggest stages, selected in the second round of the 2023 PBR Teams Draft by the Kansas City Outlaws. The teenage bull rider now has the rare opportunity to have top coaching under the Outlaws' Head Coach J.W. Hart and Brazilian legend Guilherme Marchi. An elite prospect, Ferreira is primed to become a dominant force in the coming seasons while working towards bringing a PBR Teams Championship to Kansas City and contending for an individual gold buckle.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### HOMETOWN

CASSILANDIA, BRAZIL

### RESIDENCE

CASSILANDIA, BRAZIL

### HEIGHT WEIGHT

5'8.5 163

### BORN

12/3/04

### RIDING HAND

LEFT

### CAREER EARNINGS

\$60,833

### HIGH MARKED RIDE

89.25 POINTS ON MIKE'S MOTIVE IN AT THE PBR CAMPING WORLD TEAM SERIES EVENT IN KANSAS CITY, MISSOURI, ON AUGUST 5, 2023.



### AWARDS

- 2023 PBR TEAMS SECOND-ROUND DRAFT PICK
- MEMBER OF THE 2023 PBR TEAMS REGULAR SEASON NO. 2 KANSAS CITY OUTLAWS

## TEAMS TRANSACTIONS

- May 17, 2023 - Selected in the second round of the Protected Roster Draft by the Kansas City Outlaws.

## JOURNEY TO THE PBR

- Ferreira learned how to ride in Brazil and competed regionally, where he caught the eyes of the Kansas City Outlaws, particularly 2008 World Champion and Assistant Coach Guilherme Marchi, a Brazilian bull riding legend who was hired to help with scouting, and the team drafted him before he even made his PBR debut

## CAREER IN REVIEW:

### 2023

- Before making his PBR debut in his home nation, Castro was drafted in the second round of the 2023 PBR Teams by the Kansas City Outlaws, who had the ninth overall pick.
- Prior to joining the team, Ferreira logged four Top 3 finishes across five PBR Brazil events, including his first event win in Frutal, Mias Gerais, in July.
- Ferreira built on that success with the Outlaws, going 7-for-13 during the 2023 PBR Teams regular season, helping propel the team to an 18-10 record. The team won three events starting with their Outlaw Days homestand in Missouri and finished the regular season No. 2 in the standings. Via their regular-season performance, Kansas City secured a first-round bye at the 2023 PBR Teams Championship in Las Vegas.



- In Sin City, the Outlaws stumbled against the Arizona Ridge Riders, 160.25-86.75, in Round 2. Kansas City was unable to rally in the second Last Chance Game, falling to the Missouri Thunder to end their season.



## BRADY FIELDER

Despite suffering a potential career-ending injury as a child, Australian sensation Brady Fielder diligently pursued a career as a professional bull rider and is now one of the PBR's top competitors. While blinded in one eye after a serious bull-riding wreck, Fielder has risen to international stardom in the sport, excelling amongst both the Australian and world ranks. On the sport's biggest stage, Fielder was a key force in helping the Texas Rattlers win the 2023 PBR Teams Championship. Now Fielder has is set on claiming one piece of hardware missing from his trophy case: an individual gold buckle.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

2

### HOMETOWN

CLERMONT, QUEENSLAND,  
AUSTRALIA

### RESIDENCE

CLERMONT, QUEENSLAND,  
AUSTRALIA

### HEIGHT WEIGHT

5-11 134

### BORN

12/2/99

### RIDING HAND

RIGHT

### CAREER EARNINGS

\$551,313

### HIGH-MARKED RIDE

91 POINTS ON POOKIE HOLLER AT  
THE PBR WORLD FINALS IN FORT  
WORTH, TEXAS, ON MAY 22, 2022



### AWARDS

- THREE-TIME PBR GLOBAL CUP TEAM AUSTRALIA QUALIFIER (2019-2020, 2022)
- 2019 PBR AUSTRALIA ROOKIE OF THE YEAR
- 2022 PBR TEAMS FOURTH-ROUND DRAFT PICK BY THE TEXAS RATTLERS
- MEMBER OF THE 3RD-PLACE TEXAS RATTLERS DURING THE 2022 PBR TEAMS SEASON
- MEMBER OF THE 2023 PBR TEAMS CHAMPION TEXAS RATTLERS

### TEAMS TRANSACTIONS:

- May 23, 2022: Selected in the fourth round of the PBR Teams Draft by the Texas Rattlers.
- June 21, 2023: Signed as a free agent with the Texas Rattlers.

### JOURNEY TO THE PBR:

- Since the age of two, Brady Fielder has been working towards his dream of becoming a professional bull rider, climbing aboard any four-legged creature, and not letting injury stand in his way.
- When he was 16, Fielder's chest was stomped on, resulting in a punctured lung and an air pocket that moved behind his eye and ruptured. As a result, he became permanently blind in one eye.
- Growing up on his family's ranch, Fielder first attempted calves before progressing to bulls, taking advantage of home lessons under the tutelage of his two older brothers, both of whom are also bull riders.
- During high school, the decorated bull rider made his way to New Zealand to compete in events, and even ventured as far as Texas for competition.



**CAREER IN REVIEW:****2019**

- Brady Fielder began to leave his mark in the PBR in 2019, making his league debut at the Australian elite tour event in Adelaide. Delivering a near flawless 2-for-3 performance, the young gun finished third.
- Fielder then quickly made the journey to the northern hemisphere, competing next on the Pendleton Whisky Velocity Tour in Knoxville, Tennessee where he was eighth.
- The back-to-back Top 10 results were first-hand validation of Fielder's selection to Team Australia who he rode for the subsequent week at the 2019 PBR Global Cup USA. As the nation's alternate, he added a clutch 8-second effort to help them finish fourth.
- Fielder then returned to his home nation, winning his first event on the Australian Touring Pro Division in Marrabel.
- Fielder won two more events during the spring and again returned to North America to compete in both the United States and Canada.
- His winning ways continued in foreign competition, victorious in Kinsella, Alberta. As a result, Fielder rose from No. 43 to No. 24 in the world and made his Unleash The Beast debut fewer than two weeks later at the Last Cowboy Standing Major, part of the iconic Cheyenne Frontier Days.
- Fielder logged more airline miles, returning home to also log three additional event wins then making the long journey back to the United States for a third time to compete at the first PBR World Finals of his career.
- Fielder's season concluded on home soil with a seventh-place result at the 2019 PBR Australia Finals. He concluded the year No. 3 in Australia and a career-high No. 35 in the world and was named Australia's 2019 Rookie of the Year.

**2020**

- On the heels of a sensational first season, Fielder remained red hot with the start of the 2020 campaign.
- While his season began on home soil with two events, Fielder traveled to the United States in January to compete fulltime on the elite Unleash The Beast.
- Through the first three events, Fielder steadily climbed the leaderboard, first finishing 22nd at the season-launch Major in New York City, followed by a 13th-place result in Chicago, and 8th-place finish in Manchester, New Hampshire.
- In February, Fielder earned his second selection to Team Australia for the 2020 PBR Global Cup USA, where his nation ferociously contended against Team USA Eagles prior to their runner-up result.
- At the onset of the COVID-19 (coronavirus) pandemic, Fielder returned home to Australia and remained active on the nation's elite tour.
- Fielder was electric when competition resumed, registered eight Top-10 finishes prior to the two-day Australian Grand Finals. Going 4-for-5, Fielder won the season-culminating event, concluding the year No. 4 in the national standings.

**2021**

- Competing in his home country throughout the 2021 season, Fielder continued to excel, finishing a career-best No. 2 in the PBR Australia national standings.
- Courtesy of nine Top-10 finishes, Fielder qualified for his third PBR Australia Grand Finals in as many years, a top contender for the 2021 PBR Australia Championship.
- His regular season included his first selection to Team Queensland for the team-formatted PBR Origin event. Tapped to attempt four outs for his team, Fielder delivered a crucial 84.5-point ride on Red Flash as Team Queensland went on to be crowned the 2021 PBR Australia Origin Champions.
- At the season-ending Australian Grand Finals in Townsville, Fielder, who concluded the regular-season with a second-place finish in Rockhampton, Queensland, continued his hot streak in



Round 1, covering Meet Ya Maker for 85 points. After riding Gangatino for 85.25 points in Round 4, Fielder concluded the Grand Finals with a crucial 89.75-point ride aboard Black Tuzedo in the championship round. His 3-for-5 finish led him to finish second at the Grand Finals, and No. 2 in the national standings.

## 2022

- Fielder picked up where he left off as the 2022 campaign got underway, winning back-to-back events in Scone, New South Wales and Rockhampton, Queensland, before he headed back to America for his third stint with Team Australia at the 2022 PBR Global Cup, and to compete on the premier Unleash The Beast.
- At the 2022 PBR Global Cup USA, Team Australia finished fourth.
- Fielder turned his focus to the Unleash The Beast, logging eight Top 20-finishes, including a career-best third-place result in Everett, Washington, in early April, and qualifying for his second World Finals.
- At the 2022 PBR World Finals in Fort Worth, Texas, Fielder started strong, covering Game Over for 84.25 points in Round 1, before being bucked off by his next five draws. Undeterred, Fielder locked in aboard Pookie Holler in Round 7, posting a monstrous, and career-best, 91-point score. Fielder concluded the event a career-best 20th, while finishing a career-best No. 27 in the world.
- Fielder's success at the sport's largest individual event caught the eye of Texas Rattlers Head Coach Cody Lambert who drafted the surging Australian in the fourth round of the inaugural PBR Teams Draft.
- Briefly returning to his home country, Fielder rode to four Top-10 finishes in as many events.
- Back in the States, Fielder went 4-for-17 with the Texas Rattlers during the league's inaugural season. After a slow start, the Rattlers found their groove in the back half of the season, winning a PBR Teams-record 10-consecutive games, including a perfect 3-0 sweep at their homestand in Fort Worth, Texas, and recording the first 5-for-5 perfect game in PBR Teams history when they won the regular-season finale in Glendale, Arizona. During the perfect game, Fielder covered Mikey's Surprise for 87.25 points but was stepped on suffering a lower back injury that sidelined him for the remainder of the season.
- The Rattlers finished the regular season No. 2 in the league with a 16-12 record, earning a first-round bye at the PBR Teams Championship.
- In Las Vegas, the Rattlers fell to Arizona in the second round thanks to the Ridge Riders perfect game, but bounced back to win the Last Chance Game, advancing to the Semifinals. After being eliminated from championship contention against the eventual-champion Nashville Stampede, the Rattlers defeated the Oklahoma Freedom in the Third-Place game by two ride-scores.
- To conclude the season, Fielder returned home to Australia, registering an additional Top-10 finish on home soil to conclude 2022 No. 6 in the PBR Australia national standings.

## 2023

- The Aussie cowboy began the 2023 season strong, winning in Rockhampton, Queensland. He registered two additional Top 15 efforts before returning to the United States in June.
- After logging back-to-back Top 10 efforts on the Challenger Series upon his return, Fielder was signed back to the Rattlers roster on June 21 as a free agent.
- Returning to the Texas Rattlers for a second season, Fielder proved a valuable addition for the squad, going 11-for-26 and helping the Rattlers to their second-consecutive 16-12 season. Along the way, Texas won the Camping World Team Series event in Ridgedale, Missouri, their homestand in Fort Worth, Texas, in consecutive season, and finished the regular season No. 3 in the league. Texas is the lone team in the league to be perfect inside their home venue. During their homestand, Fielder contributed a key 87-point ride on Time Bomb to lead Texas past Oklahoma in their opening game.
- At the 2023 PBR Teams Championship, the Texas Rattlers continued to ride red-hot, defeating the No. 8 Missouri Thunder, 174-84.5, to advance to Round 2. There, the Rattlers downed the No. 4 Oklahoma Freedom, 170.75-87, to advance to the team's second-consecutive Semifinals.



- On a seemingly unstoppable roll, the Rattlers beat the Arizona Ridge Riders with ease, 175.75-0, with the help of Fielder's 86.75-point ride on Thunderstruck, to advance to the Championship Game for the first time.
- Awaiting the Rattlers in the season's final game was the regular-season No. 1 and instate rival Austin Gamblers. In a Lone Star State Showdown, the Rattlers went 4-for-5, including a clutch 87.25-point ride by Fielder on Ah Hell, to win the 2023 PBR Teams Championship.
- Following the Teams Championship, Fielder returned to Australia in time to compete at the 2023 PBR Australia Grand Finals. Going a near perfect 4-for-5, Fielder won the year-end event for the second time in his career en route to concluding the season No. 7 in the national standings.



## COLTEN FRITZLAN

In 2021, Colten Fritzlan joined an elite group of riders to win their debut elite Unleash The Beast event. Captivating the bull riding world early in the season, Fritzlan was the odds-on-favorite to be crowned the 2021 Rookie of the Year until a shoulder injury requiring surgery sidelined him for the entire second half. While an injury again derailed his season in 2023, sustaining a broken femur during the Teams campaign while riding for the Arizona Ridge Riders, Fritzlan has recuperated and now has his eyes set on an individual gold buckle and bringing a Teams Championship to Arizona.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

1

### HOMETOWN

RIFLE, COLORADO

### RESIDENCE

LIPAN, TEXAS

### HEIGHT WEIGHT

5'10" 160

### BORN

3/11/2000

### RIDING HAND

RIGHT

### CAREER EARNINGS

\$380,421.42

### HIGH-MARKED RIDE

89.75 POINTS ON SPEED DEMON  
IN OKLAHOMA CITY, OKLAHOMA,  
ON APRIL 18, 2021



### AWARDS

- MEMBER OF THE 3RD PLACE ARIZONA RIDGE RIDERS DURING THE 2023 PBR TEAMS SEASON

### TEAMS TRANSACTIONS

- May 23, 2022: Selected in the first round of the PBR Teams Draft by the Missouri Thunder.
- February 16, 2023: Marked as a Protected Rider by the Missouri Thunder.
- May 17, 2023: Acquired by the Arizona Ridge Riders from the Missouri Thunder.

### JOURNEY TO THE PBR:

- Colten Fritzlan grew up in Rifle, Colorado, and would often accompany his father, Cole, to various rodeos. Cole was a bareback rider and steer wrestler, but Fritzlan quickly fell in love with bull riding by the time he was 7.
- At the age of 7, Fritzlan also bought his first bucking bull with his father and began to study the tendencies and patterns of the animal athletes.
- Using his family's roping steers for practice, Fritzlan would enter the calf riding whenever it was available at a rodeo his father competed at.
- As Fritzlan grew up, he remembers getting on an animal athlete opponent nearly every day, advancing from steers to mini bulls, and eventually bulls. Fritzlan also credits his many hours roping and on horseback to why he is such a savvy competitor today.
- Known for being a sponge, absorbing bull riding knowledge from anyone around him, Fritzlan had



many teachers growing up, including fellow Colorado natives Kody Lostroh and Josh Koschel, who used to put on a bull riding clinic that he attended.

- Fritzlan also learned from the likes of 1970 PRCA World Champion Gary Leffew and studied film of two-time World Champions Chris Shivers and Jim Sharp.
- The two-time Colorado High School Rodeo Association state champion bull rider also attended a PBR Academy at Director of Livestock Cody Lambert's Bowie, Texas, ranch when he was a junior and received additional instruction from two-time World Champion Justin McBride, Ross Coleman and J.W. Hart.
- In addition to his high school success, Fritzlan, who studied welding, also competed in the collegiate ranks for Western Texas College.

## CAREER IN REVIEW:

### 2018-2020

- Fritzlan made his PBR Debut in August 2018, competing at the Touring Pro Division event in Eureka, Montana.
- Riding at just one additional event in 2018, Fritzlan was more active in PBR competition the following year, riding at 14 events across the developmental series and Pendleton Whisky Velocity Tour.
- In mid-July, Fritzlan reached a career milestone, winning his first PBR event when he topped the field at the Touring Pro Division event in Grand Junction, Colorado. In his very next outing, Fritzlan again dominated, earning his second victory in Sterling, Colorado in early August.
- Turning his focus to PRCA competition in 2020, which included him winning the bull riding aggregate at the 2020 National Finals Rodeo, Fritzlan made just two appearances at PBR events.
- Despite the limited competition schedule with the organization, Fritzlan won the third event of his career in early February in West Valley City, Utah.

### 2021

- Following his standout performance at the National Finals Rodeo, Fritzlan turned his focus to the PBR in 2021.
- Compliments of a second-place finish at the Greenville, South Carolina, Pendleton Whisky Velocity Tour event, rocketing him to No. 23 in the world standings, Fritzlan earned a berth to the third Unleash The Beast event of the season in Okeechobee, Florida.
- Fritzlan made his premier series debut in stunning fashion going a perfect 3-for-3 in the Sunshine State to become the 10th rider in the past two decades to win his debut event.
- With the victory, the then-21-year-old immediately jumped into the lead for Rookie of the Year and was the initial favorite to take home the PBR's top honor for a first-year rider. Fritzlan held the No. 1 rookie ranking for six months before 2018 National Finals Rodeo winner Chase Dougherty took over the top spot in the rookie race on Aug. 7 in Sacramento, California.
- Following his event win, Fritzlan struggled with consistency, but proved his win was no fluke, registering an additional three Top 10 finishes on the premier series ahead of the summer break.
- Despite the fast start to the year, Fritzlan's 2021 campaign ended in heartbreaking fashion.
- First battling a groin injury sustained in May at a PRCA event in Mineral Well, Texas, in mid-September, Fritzlan underwent season-ending reconstructive left shoulder surgery.
- Fritzlan was first injured on May 19 when he was bucked off by a practice bull in Granbury, Texas. He returned to competition at the end of June with a 79.5-point ride on Record Rack's Overpass at the Greeley Stampede. He rode for another, Pass The Booze, for 79 points before being bucked off Badger at the Cody Stampede. Despite the hope for time off and physical therapy to be the cure, Fritzlan needed eight anchors inserted into his free arm shoulder to repair a torn labrum and torn rotator cuff.
- While he had only been able to compete for half of the season, Fritzlan's early-year success allowed him to finish a No. 29 in the world and earn his first qualification to the PBR World Finals.



**2022**

- Fritzlán competed in five events on the premier series tour in 2022, highlighted by a second-place finish in Nampa, Idaho. However, unable to make a late-season surge into the Top 35, he did not qualify for his second World Finals.
- The Coloradan went 5-for-18 for the Missouri Thunder in the 2022 Team Series regular season, as the team opened their season with back-to-back wins to place first in Cheyenne, Wyoming. The team stayed hot to start the year, finishing third in Kansas City, Missouri, and Anaheim, California, maintaining the top spot in the Teams standings through the first few weeks of the season.
- The Thunder then cooled off, finishing with a 13-15 record to place No. 6 in the standings heading into the Teams Championship.
- In Las Vegas, the Thunder went 0-for-2, falling to the Arizona Ridge Riders in Round 1, then eliminated from championship contention in the first Last Chance Game by the Oklahoma Freedom.

**2023**

- Continuing his momentum from the Teams season into the 2023 individual campaign, Fritzlán delivered a solid year, finishing inside the Top 20 for the first time in his PBR career.
- The Coloradan started strong in Tucson, Arizona, finishing 12th. After not being able to make the 8 in the second event of the season, he rebounded and finished 4th in Minneapolis, Minnesota, to climb to the No. 14 ranking in the Unleash The Beast standings.
- Struggling to find his groove through the next two months of the season, Fritzlán locked in during the month of March. The charismatic cowboy finished inside the Top 10 at three straight events, capping his streak with his first event win of the season in Albuquerque, New Mexico, allowing him to return to the Top 20 in the World Championship race.
- As the regular season wound to a close, Fritzlán posted two additional Top 15 finishes before entering his second career PBR World Finals ranked No. 22.
- In Fort Worth, Fritzlán was bucked off in Round 1, but rallied and put together two consecutive rides in Round 2 and Round 3. Despite the early success, Fritzlán was unable to last the 8 in the final weekend, and he was bucked off in the remaining rounds, finishing his first World Finals in 12th place. The finish propelled him up to a career-best No. 18 in the standings to finish the season.
- During the World Finals and just days prior to the 2023 Teams Draft, Fritzlán was traded to the Arizona Ridge Riders from the Missouri Thunder for the fourth overall pick.
- During his first year with the Ridge Riders, Fritzlán went 3-for-12. After a slow start, the Ridge Riders made a mid-season surge, winning six consecutive games, including an overall event win in Oklahoma City, Oklahoma. Fritzlán's season was unfortunately derailed in Oklahoma City, where he suffered a broken femur when he was bucked off Moonlight Party, ending his season.
- With Fritzlán relegated to Injured Reserve, the team's momentum began to slow in October, but they still finished No. 5 in the regular season standings with a 13-15 record.
- During the 2023 PBR Teams Championship in Las Vegas, Arizona defeated the Carolina Cowboys, 344-265.5, in Round 1.
- In Round 2, the team went head-to-head with the No. 2 Kansas City Outlaws, and the Ridge Riders advanced to their second-consecutive Semifinals with a 160.25-86.75 upset victory. After being shut out 175.25-0 by the eventual champion Texas Rattlers in the Semifinals, Arizona bounced back in the Third Place Game, trouncing the Missouri Thunder, 344.75-0.



## JOSH FROST

A third-generation bull rider and cousin of legendary rider Lane Frost, Josh Frost was seemingly destined to compete among the best bull riders in the world. With a knack for performing his best when the lights are the brightest, Frost is ready to help bring a PBR Teams Championship to the Carolina Cowboys and make a run at his first PBR World Championship in the seasons to come.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

2

### HOMETOWN

RANDLETT, UTAH

### RESIDENCE

RANDLETT, UTAH

### HEIGHT

5'9

### WEIGHT

155

### BORN

6/11/95

### RIDING HAND

### CAREER EARNINGS

\$518,078

### HIGH-MARKED RIDE

92.75 POINTS ON RIDIN' SOLO DURING ROUND 2 OF THE 2022 PBR WORLD FINALS IN FORT WORTH, TEXAS, ON MAY 14, 2022



### AWARDS

- 2023 PBR TEAMS FIRST-ROUND DRAFT PICK
- 2023 PBR VELOCITY TOUR CHAMPION

## TEAMS TRANSACTIONS

- May 17, 2023: Selected in the first round of the Protected Roster Draft by the Carolina Cowboys.

## JOURNEY TO THE PBR:

- Cousin of legendary cowboy Lane Frost, Josh Frost grew up in a family of bull riders and began riding at a young age along with his brother, Joe. Third-generation cowboys, Josh and Joe learned the craft from both their father, Shane, and their grandfather, Joe, who both rode within the PRCA.
- After attending Oklahoma Panhandle State University in Goodwell, Oklahoma, Frost began his professional career with the PRCA in 2015 ahead of his PBR debut a few short years later.

## CAREER IN REVIEW:

### 2016 - 2021:

- Frost made a statement in his PBR debut in November 2016, going 2-for-2 to finish second at the Touring Pro Division event in Goliad, Texas.
- Frost quickly advanced to the Pendleton Whisky Velocity Tour, and at just his second event on the



expansion series finished eighth in Oakland, California.

- Throughout the remainder of the 2017 and 2018 seasons, Frost competed sporadically with the PBR, riding at just six events across all levels of competition.
- Frost was a more consistent force at PBR events in 2019, competing across North America at both US and Canadian Touring Pro Division events and on the Velocity Tour, logging four Top-10 finishes.
- In 2020 Frost rode at just four events as the Western sports industry rallied to hold events despite the ongoing COVID-19 (coronavirus) global pandemic.
- Frost made the most of those events, placing fifth on the Velocity Tour in January in Denver, Colorado, before finishing second at the Touring Pro Division event in West Valley City, Utah, the first weekend of February.
- Similarly, Frost competed just twice in PBR competition in 2021, highlighted by a second-place finish in Corpus Christi, Texas, at the PBR-sanctioned bull riding held during the WCRA's Major Rodeo Corpus Christi, Texas. At the event, Frost went 1-for-5, with his performance headlined by a mammoth 90.5-point ride on Black Tuxedo.

## 2022

- In 2022, Frost reached new career heights, concluding the individual season with his career-first qualification to the PBR World Finals.
- After an 18th-place result to launch his season in January at the Velocity Tour event in Reno, Nevada, Frost delivered a season-best result just a few short days later, logging a second-place result in Denver, Colorado, going a perfect 3-for-3 and capping his event with a monster 90-point ride aboard Jackpot.,
- Frost rode to two additional Top-10 finishes on the Velocity Tour before earning the opportunity to make his elite Unleash The Beast debut in Billings, Montana. Compliments of a key score in Round 1, the Utah cowboy made a statement in his first outing on the elite tour, finishing ninth.
- Looking to earn a spot in his first World Finals, Frost headed to Corpus Christi, Texas, for the Velocity Tour Finals. In Round 1, Frost covered Out of the Blue for 85.5 points and then stayed red-hot by lasting the 8 for 88 points on Heart & Soul in Round 2. Despite being bucked off in the championship round, the young cowboy had done enough to punch his ticket to his first PBR World Finals with a fourth-place finish.
- Proving he belonged among the bull riding elite, Frost covered Big Wave for 88.75 points in Round 1 and then wowed the crowd with a monstrous 92.75-point ride on now two-time YETI PBR World Champion Bull Ridin' Solo in Round 2, his career-high-marked ride.
- After being bucked off in the subsequent four consecutive rounds, Frost bounced back in Round 7, covering HomeBru for 88.75 points. Despite not making the 8 in the championship round, Frost's 3-for-8 finish rocketed him up to a then-career-best No. 34 in the world standings to conclude the season.

## 2023

- Frost began 2023 with a bang, dominating the WCRA's Cowtown Christmas Championship in November, before logging 7 Top 10-finishes across both the Velocity Tour and Touring Pro Division to surge to the No. 1 rank in the Velocity Tour standings before his return to the elite tour.
- The amicable cowboy made his 2023 premier series debut in Albuquerque, New Mexico, in late March, going 1-for-3 to finish 10th.
- After riding at the following two Unleash The Beast events in Sioux Falls, South Dakota, and Nampa, Idaho, Frost returned to the Velocity Tour qualifying for the series' Finals atop the standings with an 85.5-point lead over No. 2 Claudio Montanha Jr.
- Once in Corpus Christi, Texas, Frost was bucked off in Round 1, allowing Montanha to inch within 63.5 points of the top spot. Frost, however, was undeterred, covering Simp for a clutch 86.75 points in Round 2. Frost's score, coupled with Montanha's buck off all but clinched the Utah man the Velocity Tour Championship.
- After Montanha failed to make the 8 in the championship round, Frost secured the Velocity Tour title and a spot at his second career World Finals.



- During the PBR's 30th Anniversary World Finals, Frost was unable to cover his first four animal athlete opponents. But in Round 5, he found his groove, topping Ground Assault for 86 points. After being bucked off in Round 6, Frost once again showed he loved performing on the biggest stage, winning Round 7 with an incredible 90.5-point ride on DirtyBru.
- Frost wasn't done, however. Now in top form, he was the only cowboy to cover his bull in the championship round. He earned his second-consecutive round win after he barely hung on to Renegade for 74 points. His heroic effort secured him a seventh-place finish at his second World Finals, and he catapulted to a career-best No. 23 spot in the Unleash The Beast standings to conclude the season.
- During the World Finals, the Carolina Cowboys selected Frost with their second pick in Round 1 of the 2023 PBR Teams Draft.
- When the regular season got underway, Frost went 5-for-13 with Carolina as the team finished No. 6 in the regular season with an 11-17 record.
- At the 2023 PBR Teams Championship in Las Vegas, the Cowboys were unable to find their groove. The team fell to the No.5 Arizona Ridge Riders, 344-265.5, in Round 1. While they attempted to rally in the first Last Chance Game, including an 89-point ride from Frost aboard I'm Him for 89 points, it wasn't enough to beat the No. 8 Missouri Thunder, who eliminated Carolina from the tournament.



## CONNER HALVERSON

Soft-spoken, Nebraska native Conner Halverson is a burgeoning star amongst PBR's elite ranks. A two-time high school state bull riding champion and accomplished scholastic wrestler, Halverson took his professional career to new heights in 2021, winning his first PBR event and qualifying to his first PBR World Finals. After finishing Top 10 in the Challenger Global standings and being named the PBR Canada Rookie of the Year in 2023, Halverson is ready to pursue a gold buckle and PBR Teams Championship with the Carolina Cowboys.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

2

### HOMETOWN

GORDON, NEBRASKA

### RESIDENCE

GORDON, NEBRASKA

### HEIGHT WEIGHT

5'9" 160

### BORN

7/17/2001

### RIDING HAND

LEFT

### CAREER EARNINGS

\$149,381

### HIGH-MARKED RIDE

89 POINTS ON WALKING TALL DURING ROUND 6 OF THE 2022 PBR WORLD FINALS IN FORT WORTH, TEXAS, ON MAY 21, 2022.



### AWARDS

- 2023 PBR CANADA ROOKIE OF THE YEAR
- 2022 PBR TEAMS FIFTH-ROUND DRAFT PICK BY THE AUSTIN GAMBLERS

### TEAMS TRANSACTIONS:

- September 28: Signed to the Reserve Roster by Carolina Cowboys.

### JOURNEY TO THE PBR:

- Growing up in Gordon, Nebraska, it was at Conner Halverson's hometown's local rodeo - the Sheridan County Fair & Rodeo - where he began to get the itch to become a bull rider after competing in steer riding at 8 years old.
- Halverson began to watch some bull riding instructional videos on YouTube and built his own drop barrel to practice upon.
- At his local hometown rodeo, he met former bull rider Casey Stirling who gave Halverson a bull bell strap to use and helped him get on his steer. Halverson sent Stirling a thank you letter, and the two began a lasting friendship. Halverson credits both Sterling and Mark Ward for their help in his early years.
- Halverson fondly remembers competing in the mini-bull exhibition held during the intermission



of the 2015 Midway Auto Group PBR in Kearney, Nebraska. Two-time PBR World Champion J.B. Mauney was onsite, pulling the then 14-year-old Halverson's rope. Once the chute gate opened, Halverson matched the mini bull jump-for-jump en route to the 8-second whistle.

- Prior to making his PBR debut, Halverson excelled in high school competition, twice crowned the Nebraska high school state champion bull rider during his junior and senior years at Gordon-Rushville High School.
- Apart from bull riding, Halverson was also an accomplished wrestler, competing for his high school all four years.

## CAREER IN REVIEW:

### 2019-2020

- While still in high school, as he turned 18, Halverson bought his PBR card as soon, making his PBR debut in August 2019 at the Touring Pro Division event in Brighton, Colorado.
- In his third career PBR event, Halverson found his rhythm, finishing fifth at the early August developmental event in Sterling, Colorado.
- In 2020, Halverson's competition schedule expanded. In addition to riding on the Touring Pro Division, he debuted on the Pendleton Whisky Velocity Tour, making seven appearances on the expansion series throughout the year.
- Halverson concluded 2020 with three Top 20 finishes across all levels of competition.

### 2021

- Halverson had a breakthrough season in 2021, finishing the year with his career-first qualification to the PBR World Finals, and ranked a career-high No. 35 in the world.
- After logging four Top 20 finishes on the Pendleton Whisky Velocity Tour at the start of the season, Halverson registered his first PBR event win in late May, capturing the event win at the expansion series' event in Sioux City, Iowa.
- Courtesy of the golden finish, Halverson made his Unleash The Beast debut in mid-June in Las Vegas where he finished 16th. Halverson covered his first draw on the premier series, making the 8 aboard Renegade for 84.75 points.
- Halverson returned to the elite tour when the second half got underway, making his Major debut at the Last Cowboy Standing event held in tandem with the iconic Cheyenne Frontier Days. Rising to the occasion of one of the sport's most prestigious events, Halverson finished ninth.
- Bouncing back and forth between the league's various tours, Halverson won an additional Velocity Tour event in mid-August in Springfield, Massachusetts, earning a near-permanent position on the premier series for the remainder of the year.
- As the season continued, Halverson registered three additional Top 10 efforts on the premier series, including a career-best fifth-place effort in mid-October in Manchester, New Hampshire, en route to his career-first PBR World Finals.
- Despite being shut out at the year-end event, Halverson concluded the season ranked a career-best No. 35 in the world.

### 2022

- The Nebraskan returned to the premier series in 2022, once again concluding the season at bull riding's most prestigious event, the PBR World Finals
- After finding limited success on the Unleash The Beast, Halverson returned to the Velocity Tour, where he regained his stride. After posting two Top-10 finishes by the end of February, Halverson finished a season-best second in Hampton, Virginia, in March, earning a spot back on the top tour, then ranked No. 46 in the world.
- Courtesy of two Top-20 premier series finishes in March, Halverson rose to No. 44 in the world by April. While Halverson logged two additional Top 20 Unleash The Beast finishes, he narrowly missed a direct berth to the 2022 PBR World Finals but was tapped to come to Fort Worth as one of the event's alternates.



- Getting the call to ride during Round 6 of the debut PBR World Finals in Fort Worth, Texas, Halverson rose to the occasion, converting for a career-best 89 points aboard Walking Tall. While he was bucked off in Round 7, his 1-for-2 performance netted him a 23rd-place finish at the PBR's crown jewel.
- The Austin Gamblers selected Halverson in Round 5 of the inaugural PBR Teams Draft, but he wasn't able to find his groove, going 0-for-4 during the regular season which featured the Gamblers amassing a 16-12 record, earning a first-round bye at the PBR Teams Championship as the No. 1 team in the league.
- In Las Vegas, the Gamblers fell to the eventual champion Nashville Stampede in Round 2 before being eliminated from championship contention by the Texas Rattlers in the second Last Chance Game.

**2023**

- After a slow start to the 2023 individual season, Halverson found his stride in early January, winning the Velocity Tour event in Portland, Oregon to punch his ticket back to the premier series, where he posted a Top 20 finish in Chicago, Illinois, in January.
- While he had a promising start to the year, Halverson was unable to consistently find his top form throughout the rest of the season. While he finished a season-best seventh at the Unleash The Beast event in Tacoma, Washington, in April, it wasn't enough to reach the World Finals. He finished the campaign No. 55 in the world.
- Before the start of the 2023 PBR Teams season, Halverson made his Canadian debut, registering four straight Top 10 finishes throughout June and July.
- Picking up steam, Halverson returned to the PBR Challenger Series and got hot, riding to five straight Top 3 finishes, leading him to be signed to the Carolina Cowboys' Reserve Roster, who inked the free agent to the team on September 28.
- In the final month of the season, Halverson went 1-for-3 for the Cowboys, as the team finished the regular season No. 6 in the standings with an 11-17 record. At the PBR Teams Championship in Las Vegas, the Cowboys stumbled. The team lost to the No. 5 Arizona Ridge Riders, 344-265.5, in Round 1 before being eliminated from the tournament by the Missouri Thunder in the first Last Chance Game.
- Prior to the PBR Teams Championship, Halverson competed at the PBR Challenger Series Championship in Las Vegas. While he was shut out, he concluded the season No. 6 in the Challenger Series global standings.
- Returning to Canada to conclude the season, the Nebraskan recorded his first win north of the border by going a perfect 4-for-4 in Yorkton, Saskatchewan, in November. The win also qualified Halverson for his first PBR Canada National Finals by just .66 points.
- In Edmonton, Alberta, Halverson went 3-for-4, including recording the high-marked ride of the event to win the championship round, concluding the National Finals. Halverson finished ranked No. 14 in the PBR Canada national standings, crowned the 2023 PBR Canada Rookie of the Year.



## KOLTIN HEVALOW

Growing up learning to rope and ride at his parents' rodeo, Koltin Hevalow was destined to become a Western sports star from a young age. After putting the next generation of bull riders on notice in the high school arenas, and being crowned the 2018 Missouri High School Rodeo Champion Bull Rider, he received a full scholarship to Odessa College. Hevalow proceeded to make a statement in his PBR debut, winning his very first professional outing. After an initial stint with the Arizona Ridge Riders, Hevalow joined his home-state Kansas City Outlaws for the inaugural PBR Teams season in 2022 where he continued to develop into one of the sport's top up-and-comers under the guidance of Ring of Honor member and Head Coach J.W. Hart.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

1

### HOMETOWN

SMITHVILLE, MISSOURI

### RESIDENCE

SMITHVILLE, MISSOURI

### HEIGHT WEIGHT

5'7 135

### BORN

03/28/2003

### RIDING HAND

RIGHT

### CAREER EARNINGS

\$195,170

### HIGH-MARKED RIDE

88.25 POINTS, TWICE, MOST RECENTLY ON SPOTTED DEMON IN DULUTH, GEORGIA, ON JANUARY 21, 2023



### AWARDS

- 2022 MEMBER OF THE PBR TEAMS KANSAS CITY OUTLAWS
- MEMBER OF THE 2023 PBR TEAMS REGULAR SEASON NO. 2 KANSAS CITY OUTLAWS

### TEAMS TRANSACTION:

- May 24, 2022: Signed as a free agent by the Arizona Ridge Riders.
- July 20, 2022: Acquired by the Kansas City Outlaws from the Arizona Ridge Riders.
- February 17, 2023: Marked as a Protected Rider by the Kansas City Outlaws.

### JOURNEY TO THE PBR:

- Koltin Hevalow began riding at the age of three under the tutelage of his father. He continued to hone his skills at his parents' rodeo, progressing from youth bull riding to competing at a high level in high school rodeo.
- After being crowned the 2017 National Junior High School World Champion bull rider, Hevalow was crowned the 2018 Missouri High School Rodeo Champion Bull Rider and Rookie of the Year. His success caught the eye of college recruiters, and the Missourian was granted a scholarship to Odessa College for Bull Riding, Tie Down Roping and Team Roping



**CAREER IN REVIEW:****2022**

- Hevalow began his PBR career with a bang, winning his debut event on the Velocity Tour in Youngstown, Ohio, courtesy of a perfect 3-for-3 finish.
- The victory propelled Hevalow to the elite Unleash The Beast the very next weekend in his home state, earning a berth to compete in St. Louis. Making one more appearance on the premier series, Hevalow returned to the Velocity Tour to continue to hone his craft.
- Logging an additional Top 10 finish, Hevalow concluded his individual season with an 8th place finish at the Velocity Tour Finals in Corpus Christi, Texas.
- After being signed by the Arizona Ridge Riders as a free agent and staying primarily as a reserve rider as the inaugural PBR Team Series season got underway, Hevalow was later inked to the protected roster on his home-state Kansas City Outlaws on July 20. Immediately becoming a key member of the squad, Hevalow registered 5 scores in 17 attempts for the Outlaws.
- During the regular season, the Kansas City Outlaws finished seventh in the league with a 12-16 record under head coach J.W. Hart. Once in Las Vegas for the PBR Team Series Championship, the Outlaws fell to the Carolina Cowboys in Round 1, before ultimately being eliminated by the Oklahoma Freedom in the first Last Chance Game.

**2023**

- In 2023, Hevalow put together a respectable rookie campaign on the elite Unleash The Beast, finishing just outside of the Top 35 in the Unleash The Beast standings.
- After being unable to find his footing in his first two events of the year, Hevalow recorded seven consecutive Top-25 finishes, including two Top-10 efforts in Albany, New York, and Duluth, Georgia, to climb to No. 24 in the Unleash The Beast standings by late January.
- The hot streak proved to be the peak of Hevalow's season. Prior to qualifying for his first World Finals ranked No. 34, Hevalow logged just three additional Top-20 finishes.
- In Fort Worth for the 30th Anniversary World Finals, Hevalow went 1-for-7, finishing tied for 29th. He concluded the 2023 individual season ranked No. 36.
- In his second season with the Outlaws, Hevalow went 6-for-16 during the 2023 PBR Teams season, helping drive the team to an 18-10 record, winning three events including their homestand. Kansas City earned a first-round bye at the PBR Teams Championship by finishing No. 2 in the regular season standings.
- In Las Vegas, the Outlaws stumbled against the No. 5 Arizona Ridge Riders, 160.25-86.75, in Round 2. While Hevalow covered Hunted Down for 86.25 points in the second Last Chance game, it wasn't enough for the Outlaws, as the team lost to the Missouri Thunder to end their season.



## ELIZMAR JEREMIAS

Despite making his PBR debut in his late 20s, Elizmar Jeremias made an immediate splash, quickly qualifying for the premier series in just a month's time. While the Brazilian never quite found his groove in individual competition during his rookie season, Jeremias proved a valuable pickup for the then-Oklahoma Freedom during the 2023 PBR Teams season. Quickly becoming a staple for the squad, Jeremias is now ready to help bring a Teams Championship to the Freedom and add an individual gold buckle to his trophy case.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### HOMETOWN

ANAPU, BRAZIL

### RESIDENCE

DECATUR, TEXAS

### HEIGHT

6'1

### WEIGHT

140

### BORN

9/23/1996

### RIDING HAND

LEFT

### CAREER EARNINGS

\$63,265

### HIGH-MARKED RIDE

89.25 POINTS, TWICE, MOST RECENTLY AT THE PBR TEAMS EVENT IN ANAHEIM, CALIFORNIA, ON AUGUST 12, 2023.



## TEAMS TRANSACTIONS

- May 17, 2023: Selected in the first round of the 2023 Reserve Roster Draft by the Oklahoma Freedom.
- July 17, 2023: Marked as a Protected Rider by the Oklahoma Freedom.

## CAREER IN REVIEW:

### 2023

- Jeremias made his PBR Debut in January at the Touring Pro Division's Stockyards Showcase in Fort Worth, Texas, but he didn't make the 8 until a week later in Rainsville, Alabama, where he placed second.
- The Brazilian went on to finish inside the Top-10 in his next two events in February before taking his talents to the Velocity Tour.
- After placing fourth in Cedar Park, Texas, in his Velocity debut in February, Jeremias earned an invite to the Unleash The Beast event in Los Angeles, California, later that month, but he was shut out. However, in March, he bounced back in Little Rock, Arkansas, and finished 18th, recording his first premier series ride on Diablo for 72.5 points.



- Returning to the Touring Pro Division in April, the Brazilian cowboy recorded three additional Top-10 finishes to close out the individual season.
- The Oklahoma Freedom saw enough from Jeremias to take him in the first round of the 2023 Reserve Rider Draft. Before the start of the 2023 PBR Teams season, Jeremias honed his craft on the Challenger Series, posting four Top-10 finishes throughout June and July.
- In his first PBR Teams season, Jeremias started red-hot and finished the season 7-for-18 for the Freedom. The Brazilian recorded three rides in his first six outs, including two career-high 89.25-point rides in Cheyenne, Wyoming, and Anaheim, California.
- The Freedom finished the regular season ranked No. 4 in the league with a 14-14 record.
- At the 2023 PBR Teams Championship, the team walked off the league's defending Champion Nashville Stampede in Round 1, 262-261.5, helped by Jeremias's 88.25-point ride on Fierce's Dirt Nap.
- As the progressive elimination tournament continued, the Freedom fell to the eventual champion Texas Rattlers in Round 2, 170.75-87, and were eliminated from the tournament by the Missouri Thunder in the second Last Chance Game despite an 87.5-point ride by Jeremias aboard Double R Hat House Pepper Shaker.
- The Brazilian also competed at the PBR Challenger Series Championship in Las Vegas but was shut out in his two outs.



## CODY JESUS

Often called “The pride of the Navajo Nation,” affable, soft-spoken Cody Jesus has made a statement among the world’s best bull riders in recent seasons. Rising from humble beginnings, and persisting through nagging injury, Jesus has finished inside the world’s Top 35 four times during five PBR seasons. He was a first-round draft pick in the inaugural PBR Teams Draft and during the league’s second season rose to become an impact rider for the 2023 PBR Teams Champion Texas Rattlers.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

4

### HOMETOWN

WINDOW ROCK, ARIZONA

### RESIDENCE

WINDOW ROCK, ARIZONA

### HEIGHT WEIGHT

5-9 130

### BORN

7/13/98

### RIDING HAND

LEFT

### CAREER EARNINGS

\$667,757.19\*

### HIGH-MARKED RIDE

92.5 POINTS ON BENTLEY DURING THE PBR UNLEASH THE BEAST EVENT IN LAS VEGAS ON JUNE 12, 2021



### AWARDS

- 2022 PBR TEAM SERIES DRAFT FIRST-ROUND PICK
- MEMBER OF THE 3RD-PLACE TEXAS RATTLETS DURING THE 2022 PBR TEAM SERIES SEASON
- MEMBER OF THE 2023 PBR TEAMS CHAMPION TEXAS RATTLETS
- THREE-TIME PBR GLOBAL CUP TEAM USA WOLVES QUALIFIER

## TEAMS TRANSACTIONS

- May 23, 2022: Acquired via trade from the Carolina Cowboys.
- February 23, 2023: Marked as a Protected Rider by the Texas Rattlers.

## JOURNEY TO THE PBR:

- While his father Vernon was a local bareback rider, Cody Jesus’ interest in the sport of bull riding was sparked by the movie “8 Seconds.” Intrigued as a child watching the movie about legendary rider Lane Frost, he got on his first bull at 14.
- Self-taught, the Window Rock, Arizona-native began to learn how to compete in the sport by setting up an old plastic barrel tied to two trees with rope.
- In 2013, his practice moved to the barrel’s real-life equivalent when Jesus’ mom purchased his first practice bull.
- As one of eight children, and from a family that didn’t have electricity or running water until he was 14, Jesus self-funded his dream by doing numerous jobs including pinon nut-picking and recycling bottles and cans to earn enough money to enter his initial events.



**CAREER IN REVIEW:****2016-2017**

- Cody Jesus made his PBR debut in 2016, competing at just one event, the Grand Junction, Colorado Touring Pro Division stop, where he was second.
- Less than a year later, and with an additional Touring Pro under his belt, Jesus made his Unleash The Beast debut as the Native American invite to the 2017 Ty Murray Invitational in Albuquerque, New Mexico.
- Jesus made sure fans knew his name just seven months later when he finished fifth at the 2017 Pendleton Whisky Velocity Tour Finals.

**2018**

- Jesus caught fire in 2018, again earning the Native American invite to the season's Ty Murray Invitational in New Mexico, where he went 2-for-4 to finish seventh.
- Jesus used an impressive win backed by two 90-point rides on the Velocity Tour in front of his hometown crowd in Window Rock, to earn an invite to the Fairfax, Virginia elite tour event, where he went a perfect 3-for-3, finished second, and climbed 28 positions in the world rankings, surging from No. 66 to No. 38.
- Competing at the final three premier series regular-season events, capping his streak with a fifth-place result in Nampa, Idaho, Jesus made his World Finals debut that November in Round 3 as an alternate.
- Jesus went 2-for-4 at the season-ending event to finish 18th and conclude the year No. 35 in the world.

**2019-2020**

- The Navajo bull rider was a consistent presence on the Unleash The Beast throughout 2019, although sidelined periodically due to a nagging groin injury.
- While he remained on the hunt for his first elite series event win, Jesus reached an important career milestone when he won his first 15/15 Bucking Battle in February in Oklahoma City. Jesus topped the special round with a 91.5-point score on Cochise, the first 90-point ride of his Unleash The Beast career.
- Making his second appearance at the PBR World Finals at season's end, the 2019 Rookie of the Year contender tallied seven additional Top-10 efforts on the elite Unleash The Beast before competing inside T-Mobile Arena.
- While he recorded only one score in Las Vegas, Jesus' Round 2-winning, career-high 92-point ride aboard Lil 2 Train elevated him to a ninth-place finish.
- He concluded the year a career-best No. 20 in the world.
- The 2019 season also included Jesus's Global Cup debut, chosen to compete for the all-Native American Team USA Wolves at the first-ever edition of the event on American soil. Jesus' 2-for-3 performance helped his team to a third-place finish in the event.
- In 2020, injury derailed Jesus' season. After registering two Top-10 finishes on the premier series, Jesus injured his leg while competing for Team USA Wolves at the 2020 PBR Global Cup USA and was out of competition for the remainder of the year.

**2021**

- The 2021 campaign was a resurgent season for Jesus, returning to the sport's premier series, and again ending the year ranked inside the Top 35, finishing No. 21.
- Competing sporadically throughout the first half, with his efforts headlined by two Touring Pro Division wins, Jesus was a frequent contender on the Unleash The Beast when the elite tour resumed in late July.
- Three Top-10 results on the elite Unleash The Beast propelled Jesus back to the World Finals for the first time in two years, where he went 2-for-5 to finish 15th.

**2022**

- Continuing to build on his 2021 success, Jesus got off to a strong start in 2022, finishing fourth at the season-launch event in Indianapolis, to push to No. 8 in the world standings.



- Jesus would battle a hip injury sending him to the sidelines for numerous weeks. However, he was back to his championship-contending form in Albuquerque, New Mexico, in March. The Navajo rider took advantage of being the event's Native American invite. After finishing second at the uniquely-formatted event's qualifier, Jesus concluded the weekend with a seventh-place result in the main event.
- Jesus made one additional appearance on the premier series in 2022, finishing sixth in Billings, Montana; he then turned his focus to the Velocity Tour Finals, attempting to secure one of five berths up for grabs to the PBR World Finals.
- Jesus found his stride at the right time, winning the Pendleton Whiskey Velocity Tour Finals by going 2-for-3, including an impressive 91-point ride atop Johnny Rocket in Round 2, punching his ticket to the PBR World Finals
- At the sport's most prestigious event, which he briefly led, Jesus went a torrid 6-for-8 and recorded two 90.25-point rides en route to a career-best second-place finish. He earned 540 points, catapulting from No. 26 to No. 8 in the world standings - marking a career-best finish for the Arizona native.
- Jesus was drafted by the Carolina Cowboys with the seventh pick first round of the inaugural PBR Teams Draft before being traded to the Texas Rattlers in the second round, alongside teammate Joao Ricardo Vieira.
- Jesus went 12-for-29 throughout the season for the Rattlers, contributing one 90-point ride. After a dismal start to the season, the Rattlers were on fire in the final weeks of the campaign. They won a historic three consecutive events, including their inaugural homestand, and set a game win streak record for the league, winning 10 consecutive matchups to conclude the regular season. The incredible surge led Texas to conclude the season 16-12, ranked No. 2 in the league standings, earning them a bye through Round 1 of the PBR Teams Championship.
- The Rattlers first took on the Arizona Ridge Riders in Round 2 of the tournament. Texas was unable to keep pace, defeated by Arizona who delivered the first perfect game in league history. The Rattlers, however, fought back in the second last chance game, eliminating the Carolina Cowboys and Austin Gamblers to advance to the Semifinals.
- Tasked with Nashville in the Semifinals, Jesus delivered his best ride of the season, a 90.25-point ride on HomeBru, but it wasn't enough to lead the team past Nashville. In the third-place game, the Rattlers concluded the season on a winning note, beating the Oklahoma Freedom by two ride scores.

## 2023

- Battling injury, Jesus saw limited action in 2023, only competing in seven premier series events.
- He began the 2023 individual campaign with a 12th-place finish at the season-launch event in Tucson, Arizona, in November, but would not place again until March in Little Rock, Arkansas, where he was 16th.
- Jesus rode to his best finish of the season in Nampa, Idaho, placing seventh, but fell short of qualifying for his fifth career PBR World Finals.
- During the second PBR Teams season in 2023, Jesus went 4-for-7 during the regular season under Head Coach Cody Lambert, including a perfect 2-for-2 effort at the team's Fort Worth, Texas, homestand to help Texas win their event for the second-consecutive season.
- Finishing the regular season with a 16-12 record after winning five of their last six games, the Rattlers shot up to No. 3 in the standings entering the PBR Teams Championship in Las Vegas.
- In Sin City, the Texas Rattlers built on the momentum they ended the regular season with, defeating the Missouri Thunder, 174-84.5, to advance to Round 2. There, the Rattlers downed the Oklahoma Freedom, 170.75-87, to advance to the team's second-consecutive Semifinals.
- On a seemingly unstoppable roll, the Rattlers shutout the Arizona Ridge Riders, 175.75-0, to advance to the Championship Game to take on the regular-season No. 1 Austin Gamblers. In the Lone Star State showdown, the Rattlers went 4-for-5, including a clutch 88.75-point ride by Jesus on Tijuana Two-Step, to win the 2023 PBR Teams Championship.



## DALTON KASEL

Dalton Kasel may have been born small at 5 pounds, but he's chalked up some of the biggest rides in PBR history, often after gritting through difficult injuries, earning him the nickname "Mr. 90-point." Following a lacerated kidney in 2018, the Texan made his premier series debut in the second-half of 2019, covering his first-ever Unleash The Beast draw. He went on to record two 90-point rides and win one regular-season event before qualifying for his career-first PBR World Finals. While injury sidelined the resilient Texan throughout 2020 and 2021, in late October 2021, Kasel recorded what is now the third-best ride in PBR history, teaming with Woopaa for a monstrous 96.75 points. Kasel has continued to be a World Champion contender in the years since, leading him to be drafted in the first round of the inaugural PBR Teams Draft by the Kansas City Outlaws in May 2022. Kasel was later traded to the Austin Gamblers who he helped to a first-place regular season finish in back-to-back seasons.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

5

### HOMETOWN

MULESHOE, TEXAS

### RESIDENCE

MULESHOE, TEXAS

### HEIGHT WEIGHT

5-10 140

### BORN

12/28/1998

### RIDING HAND

LEFT

### CAREER EARNINGS

\$1,149,316

### HIGH-MARKED RIDE

96.75 POINTS ON WOOPAA IN SAN ANTONIO, TEXAS ON OCTOBER 3, 2021



### AWARDS

- MEMBER OF THE 2023 PBR TEAMS REGULAR SEASON NO. 1 AND PBR TEAMS CHAMPIONS RUNNER-UP AUSTIN GAMBLERS
- 2022 PBR TEAMS FIRST ROUND DRAFT PICK
- 2022 PBR GLOBAL CUP USA CHAMPION (TEAM USA EAGLES)
- 2019 PBR ROOKIE OF THE YEAR

### TEAMS TRANSACTIONS

- May 23, 2022: Selected in the first round of the PBR Teams Draft by the Kansas City Outlaws.
- October 6, 2022: Acquired by the Austin Gamblers from the Kansas City Outlaws.
- March 1, 2023: Marked as a Protected Rider by the Austin Gamblers.

### JOURNEY TO THE PBR:

- From the very beginning, the odds were stacked against Dalton Kasel becoming a world-class athlete at the top of his sport. Born premature, Kasel weighed only five pounds when his parents adopted him.
- After getting on a rocking horse at the age of one, by the time he was three, he was acting as if the wooden equine were one of PBR's rankest bulls.



- Growing up on a farm in west Texas, Kasel was immersed in the Western lifestyle throughout his childhood. In their home in Muleshoe, he and his dad, Tim, frequently tuned into the PBR's television broadcasts. Afterwards, Tim would get down on the floor, and Kasel would climb on this back.
- Kasel attended his first riding camp when he was 11 years old and got on his first bull at 14. After graduating high school, Kasel enrolled at Howard College in Big Spring, Texas, and began competing on the college rodeo circuit.
- Despite sustaining a lacerated kidney in 2018 after he was stepped on, a resilient Kasel bounced back to finish second at the College National Finals Rodeo in 2019. Kasel then began what will go down in history as one of the greatest rises through the PBR ranks in league history.

## CAREER IN REVIEW:

### 2019

- Kasel made his PBR debut in March in Belton, Texas. On June 1 he was still unranked, with zero world points. It didn't take long for Kasel, who has a propensity for making big rides, to set the bull riding community abuzz.
- He made his first splash on June 20 when he won the Touring Pro Division event in Williston, North Dakota.
- Following his sweep of the North Dakota event, Kasel recorded six Top 10 finishes at the Touring Pro Division level, including runner-up efforts in Santa Barbara, California, and Rocksprings, Texas. In Santa Barbara, Kasel turned heads when he rode then YETI PBR World Champion Bull contender Spotted Demon for a massive 93 points.
- Immediately preceding his Unleash The Beast debut on August 10, Kasel went 3-for-4, capped by a 90.5-point ride on Deep Water, to win the annual developmental tour event in Big Sky, Montana.
- Once on bull riding's biggest stage in Tulsa, Oklahoma, Kasel continued to flourish. In Round 1, Kasel covered his first Unleash The Beast draw and won the round with an 88.75-point ride aboard Sun Country. He finished seventh overall for 105 world points to rise to No. 37 in the world.
- After a 15th place result the next weekend in Houston, Texas, Kasel showed he was at PBR's elite level to stay at the fourth and final Major in Nashville, Tennessee. Competing at his first Major, after winning Round 1 with an 89.25-point ride on Kamabugu, Kasel won Round 2 with the eighth highest score of the regular-season on the premier series, a 92-point ride on Fearless - his first 90-point effort on the Unleash The Beast. Kasel rose from No. 37 at the start of the event to No. 21.
- After a sixth-place result in Anaheim, California, Kasel was back atop the leaderboard in Fairfax, Virginia. He again won the event's opening two rounds, but an ever-close 7.73-second buckoff in the championship round aboard Buckeye Bill ended his shot at victory. His runner-up finish catapulted him to No. 15 in the world.
- In Minneapolis, Minnesota, Kasel finished fourth to surge from No. 15 to No. 10 in the world. Kasel remained No. 10 in the world heading into the final regular-season event of the year in Nampa, Idaho, where he finally hit gold, going a perfect 3-for-3, again covering Fearless for 92 points, winning his first Unleash The Beast event, and rising to No. 7 in the world.
- His season concluded in Las Vegas, where after finishing 12th at his debut PBR World Finals, Kasel was crowned the 2019 PBR Rookie of the Year as the No. 8 ranked rider in the world.

### 2020

- After undergoing groin surgery at the end of 2019, Kasel returned to competition in February 2020 for the Iron Cowboy Major in Los Angeles. However, Kasel was quickly sent back to the sidelines, aggravating his groin injury when bucked off by Oscar's Ghost in 5.59 seconds.
- Sidelined until late April, Kasel resumed his season at the historic closed-to-fans events in Guthrie, Oklahoma following the onset of the COVID-19 (coronavirus) pandemic. He finished third at the second iteration of made-for-television events, appearing to be back in championship-contending form.
- Kasel's season, however, was once again plagued by injury, and he needed yet another surgery for his groin after aggravating the ailment at the inaugural Monster Energy Team Challenge in July.
- Kasel returned for the final regular season Unleash The Beast event, and went on to ride at the



Pendleton Whisky Velocity Tour Finals where he was seventh.

- Kasel reached the World Finals as an alternate, tapped to ride in Round 3. Going 2-for-3, he finished 15th at the season-culminating event to end the year ranked No. 40 in the world.

### 2021

- While Kasel began the 2021 season from the start, getting a jump on the title race with a second-place finish on January 1 at the Touring Pro Division event in Fort Worth, Texas, he rode at just five Unleash The Beast events before injury derailed him once again. Sustaining an injury while competing at The American, Kasel underwent elbow surgery, keeping him out of competition for four months.
- During his time off, Kasel remained active in the PBR, keeping tabs on his competition as he hauled bulls to Pendleton Whisky Velocity Tour events for stock contractor Rickey Shuler.
- Returning to action in mid-June, Kasel quickly regained his championship-contending form. On July 2 he won the Touring Pro Division event in Paris, Tennessee, and at the third Unleash The Beast of the second half, Kasel was back atop the Can Am Cage in Sacramento, California.
- Remaining red hot, and qualifying for his third PBR World Finals, Kasel delivered an historic effort in early October in San Antonio, Texas, en route to his second elite tour win of 2021. Teaming with Woopaa, Kasel recorded what is now the third-highest score in PBR history, marked a monstrous 96.75 points.
- Kasel concluded the year with a 34th-place result in Las Vegas for the 2021 PBR World Finals, ranked No. 14 in the world.

### 2022

- Kasel then reached new heights in 2022, finishing the individual season a career-best No. 6 in the world.
- He began the season strong, logging back-to-back Top 10 finishes in Indianapolis and New York City. The Texan logged an additional pair of Top 10 efforts in Sacramento and Little Rock before riding for Team USA Eagles at the 2022 PBR Global Cup USA.
- Delivering the high-marked ride of the nation vs. nation tournament, covering Moonlight Party for a monstrous 92 points, Kasel helped Team USA Eagles to victory in defending home soil.
- As the individual season continued, Kasel made history winning three consecutive 15/15 Bucking Battles, all via mammoth 90-point rides.
- Kasel capped his individual campaign qualifying to the PBR World Finals for the fourth time. He finished a career-best eighth, going 3-for-8, with all three of his scores 90-point rides.
- He was drafted in the first round of the inaugural PBR Teams Draft by the Kansas City Outlaws. Kasel rode in 16 games for the Kansas City Outlaws, tapped twice to represent the team in the Bonus Round, before being traded to the Austin Gamblers. During his time with the Outlaws, he went 6-for-17, amassing 507.5 aggregate points. Kasel notably delivered the Outlaws' first 90-point ride, covering Apper's Mind Freak for 90.75 points during the Teams event in Ridgedale, Missouri, when Kansas City played the Arizona Ridge Riders.
- First riding for the Austin Gamblers on Oct. 7 in Fort Worth, Texas, Kasel was explosive from the moment he first put on the jersey. In his first out for his new team, Kasel covered Bob Kat for 90.25 points.
- As the inaugural PBR Teams season continued, Kasel logged an additional two 90-point rides for Austin to help them finish No. 1 in the regular season.
- During the inaugural PBR Teams Championship, however, the Gamblers stumbled, losing their Round 2 game against the Nashville Stampede. While Kasel logged a score for the team in the Last Chance Game, it was not enough to keep them in the tournament.

### 2023

- In 2023, Kasel delivered arguably the best season of his career. In addition to winning two Unleash The Beast events and eight rounds, Kasel also recorded five 90-point rides and was a consistent force inside the Top 5 in the heated battle to be crowned the 2023 PBR World Champion.



- Before Unleash The Beast competition got underway, Kasel set an early tone for his campaign, winning the season-launch Pendleton Whisky Velocity Tour event in Fort Worth, Texas held in honor of the late Ouncie Mitchell.
- Once premier series action began, Kasel was electric. Registering Top 15 results in his first five events, coupled with a win at the first 15/15 Bucking Battle of the season in Chicago, Kasel catapulted to the No. 9 spot in the Unleash The Beast standings.
- While he struggled to find success in the main event, Kasel continued to excel in the 15/15 Bucking Battles, finishing runner-up in Indianapolis, before winning the special round in Sacramento, California, propelling him to No. 6 in the standings by early February.
- Finding his stride, Kasel finished in the Top 15 in his next seven events, including back-to-back event wins in Los Angeles and Little Rock, Arkansas, reaching his season-high No. 3 spot in the standings.
- Holding onto the No. 3 spot in the standings heading into the PBR World Finals, Kasel battled through injury searching for his first gold buckle. Visibly in pain after every buck off, the Texan fought to go 1-for-7 and finish tied for 16th at the event, sliding to No. 5 in the Unleash The Beast standings to finish the season.
- One of Austin's "pocket aces", Kasel went 13-for-26 during the regular season for the Gamblers and finished fifth in the MVP race. The Gamblers won a league-best four events, topping the field in Cheyenne, Wyoming, Anaheim, California, Austin, Texas, and Greensboro, North Carolina, en route to their second-consecutive regular-season Championship with a 19-9 record, securing a first-round bye at the 2023 PBR Teams Championship.
- Making their debut in Round 2 of the progressive elimination tournament in Las Vegas, the Gamblers dispatched the Missouri Thunder in walk-off form, 177.75 - 174.75, advancing to the Semifinals.
- In a PBR Teams Championship first, the Austin Gamblers had to face the Missouri Thunder a second time after the league's No. 8 team won their second Last Chance Game. After being shutout and falling behind by two ride scores early, the Gamblers battled back, winning the game on the final out, 256-172. Advancing to the team's first Championship Game, the Gamblers posted three rides, but it wasn't enough to take down the red-hot Texas Rattlers, who won 355.25-265.25.



## DANIEL KEEPING

The child of California police officers in dangerous places like Compton, California, Daniel Keeping struck out on his own at 16 after his father tragically died from a stroke. Bursting onto the PBR scene during the 2022 Teams season as a relative unknown after being signed by the Texas Rattlers, Keeping quickly became a rider known for delivering under pressure and converting for his team. His deep reservoir of cowboy try was what caught the eye of Rattlers Head Coach Cody Lambert, and that willingness-to-tackle-anything attitude and endure the inevitable pain and injury required to become a world-class bull rider positions Keeping for future greatness. In 2023, Keeping was a lynchpin in helping the Rattlers make history, knocking down a 90-point ride in the Championship Game to clinch the World Championship title for the Rattlers. Keeping, one of the sport's colorful characters with a big heart, lazy drawl, memorable quotes and a prominent handlebar mustache, is a featured star in the four-part reality series "Last Cowboy Standing" on Fox Nation, Fox News Media's streaming service.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

1

### HOMETOWN

MONTAGUE, TEXAS

### RESIDENCE

MONTAGUE, TEXAS

### HEIGHT WEIGHT

5'10 150

### BORN

06/26/1999

### RIDING HAND

RIGHT

### CAREER EARNINGS

\$506,614

### HIGH-MARKED RIDE

93.5 POINTS ON FLAPJACK DURING THE SECOND LAST CHANCE GAME AT THE PBR TEAMS CHAMPIONSHIP IN LAS VEGAS ON NOV. 5, 2022.



### AWARDS

- MEMBER OF THE 3RD-PLACE TEXAS RATTlers DURING THE 2022 PBR TEAMS SEASON
- MEMBER OF THE 2023 PBR TEAMS CHAMPION TEXAS RATTlers

### TEAMS TRANSACTIONS:

- August 22, 2022: Signed as a Supplemental Draft free agent by the Texas Rattlers.
- September 19, 2022: Promoted to Protected Roster by the Texas Rattlers.
- February 23, 2023: Marked as a Protected Rider by the Texas Rattlers

### JOURNEY TO THE PBR:

- Keeping began riding around the age of five after moving to Texas and seeing the PBR on television. He competed in Pro Youth Rodeo and with the Texas Youth Bull Riders and Miniature Bull Riders (MBR) under the Professional Rodeo Cowboys Association (PRCA) and Backyard Bull Riding. He won three consecutive MBR Finals in Las Vegas before turning pro at the age of 18.



- Before joining the PBR, Keeping competed in the Tuff Hedeman Challenge and was a two-time regional champion. Hedeman was one of the riders who inspired Keeping growing up, and his early exploits on the regional scene and willingness to serve as a “crash test dummy” for stock contractors caught the eye of Texas Rattlers Head Coach Cody Lambert.

## CAREER IN REVIEW:

### 2017 -2022

- Keeping made his PBR debut in 2017, riding at the Velocity Tour event in Allen, Texas. The Texan competed sporadically across both the Velocity Tour and Touring Pro Division before becoming a consistent presence with PBR in 2022.
- In 2022, on the spurs of a second-place finish at the Velocity Tour stop in Oakland, California, Keeping made his Unleash The Beast debut in Sioux Falls, South Dakota in April.
- After going undrafted, Keeping was signed by the Texas Rattlers for the inaugural PBR Teams season, proving to be one of the new league’s biggest surprises. Keeping was an integral part of helping the team finish second in the regular season as the Rattlers went 16-12, winning a record-setting three events, including their first homestand at Dickies Arena, and recording the first perfect 5-for-5 game in PBR Teams history. Keeping delivered 9 scores in 12 attempts for the Rattlers, including two 90-point rides during the regular season. Those two rides helped the Rattlers win a record 10-consecutive games to conclude the regular season No. 2 and secure a first-round bye in the playoffs.
- The Texan continued to shine for the Rattlers in Las Vegas for the inaugural PBR Teams Championship. After his team fell to the Arizona in the second round thanks to the Ridge Riders historic perfect game, the first in Teams playoff history, he posted his career-high marked ride of 93.5 points on Flapjack to help Texas win the Last Chance Game and advance to the Semifinals. After being eliminated from championship contention against the eventual-champion Nashville Stampede, the Rattlers defeated the Oklahoma Freedom in the Third-Place game by two ride-scores, including Keeping’s 89.75-point ride on John 14:6.

### 2023

- As the 2023 Unleash The Beast season got underway, Keeping was one of the deep pool of talented rookies who were a staple throughout the season.
- Continuing his red-hot momentum from his PBR Team Series Championship run with the Texas Rattlers, Keeping placed inside the Top 10 in his first two events before going 3-for-3 to win his first career event in Minneapolis, Minnesota in December, catapulting to the No.1 rank in the gold buckle battle for the first time in his career.
- As the season continued, the Texan struggled throughout the majority of January but righted the ship in Indianapolis, going 2-for-3 to earn his second event victory of the season, climbing back into the title conversation by rising to No. 4 in the standings.
- However, Keeping reagggravated a groin injury that caused him to miss most of February, and he never reclaimed his top form.
- Keeping rode to four more Top-15 finishes to close out the regular season, entering his first PBR World Finals second in the Rookie of the Year race and No. 10 in the Unleash The Beast standings.
- In Fort Worth, Keeping went 0-for-6, finishing the year ranked No. 14 in the title battle, and fourth in the Rookie of the Year race.
- Returning for a second season with the Rattlers, Keeping went 6-for-18 with the team during the regular season. Much like in 2022, the Rattlers ended their season strong, winning the mid-September event in Ridgedale, Missouri, and their homestand in Fort Worth, Texas, for the second consecutive season. After a solid second half, the Rattlers finished No. 3 in the regular season with a 16-12 record.
- At the PBR Teams Championship, the Texas Rattlers continued to ride red-hot defeating the No. 8 Missouri Thunder, 174-84.5, to advance to Round 2. There, the Rattlers downed the No. 4 Oklahoma Freedom, 170.75-87, to advance to the team’s second-consecutive Semifinals.
- On a seemingly unstoppable roll, the Rattlers shut out the Arizona Ridge Riders, 175.75-0, to advance to the Championship Game to take on the regular-season No. 1 and instate rival Austin Gamblers. In a Lone Star State Showdown, the Rattlers went 4-for-5, including the clutch title-clinching 90.5-point ride by Keeping on Red River, to win the 2023 PBR Teams Championship.



## SAGE STEELE KIMZEY

Touted as the youngest millionaire in the sport of rodeo, Sage Steele Kimzey is one of the most decorated cowboys of all time. A seven-time PCRA champion, the Oklahoman was an easy choice for the Carolina Cowboys to select with the first overall pick in the 2023 Teams Draft. A proven winner in team competition, excelling in both the Global Cup and Monster Energy Team Challenge, Kimzey now has his eyes set on adding another coveted buckle to his extensive trophy case by bringing a Teams Championship to the Carolina Cowboys.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

1

### HOMETOWN

STRONG CITY, OKLAHOMA

### RESIDENCE

SALADO, TEXAS

### HEIGHT WEIGHT

5'8 150

### BORN

8/26/94

### RIDING HAND

LEFT

### CAREER EARNINGS

\$823,243

### HIGH-MARKED RIDE

91 POINTS ON MIKE'S MOTIVE DURING THE PBR CAMPING WORLD TEAM SERIES EVENT IN GREENSBORO, CAROLINA, ON SEPTEMBER 22, 2023.



### AWARDS

- 2023 PBR TEAMS FIRST-ROUND DRAFT PICK
- 2019 PBR GLOBAL CUP USA TEAM USA EAGLES QUALIFIER
- 2017 PBR VELOCITY TOUR FINALS EVENT WINNER

## TEAMS TRANSACTIONS

- May 17, 2023: Selected in the first round of the Protected Roster Draft by the Carolina Cowboys.

## JOURNEY TO THE PBR:

- Hailing from Strong City, Oklahoma, a town with a population of 23 people, Kimzey was born to a family of ranchers who had experience competing in various events, including bull riding in the PRCA.
- While his father battled alcoholism and Kimzey struggled to fit in with kids his age who were at school while he was riding, the Oklahoman found solace in the chutes. He felt in complete control on top of his animal athlete counterparts, and riding was his safe space. In addition to riding, Kimzey also turned to God, who he says brought the right people into his life at the right time. One of those men was his first mentor, Clay Taylor, whose practice pen Kimzey used frequently and Taylor's father, Andy, the pastor at Kimzey's church.
- Kimzey realized at a young age that on natural talent alone, he wasn't going to be the greatest, so he had to work harder than everyone else to give himself an edge. Crediting his father with his



obsession of perfection, Kimzey continued to hone his craft, earning a full-ride rodeo scholarship to Southwestern Oklahoma State University. While in college, Kimzey was coached by Mike Visnieski, who he praises for putting him on the right track to become the best bull rider he could.

- The 2014 season marked Kimzey's rookie campaign. A glimpse of what was to come, that year Kimzey set the record for the most money earned on a permit in a single season, becoming the first rookie since 1963 to win the PCRA championship and Rookie of the Year title in the same season.
- Throughout his PCRA career, Kimzey has won more than 90 rodeos and is a seven-time PCRA champion. The veteran travels more than 80,000 miles annually to compete all over the country, living up to every inch of his motto "become legendary."
- Kimzey has been featured in Tom Brady's documentary "The Religion of Sports," a Harrods catalog and a Bleacher Report Super Bowl segment, among other media campaigns.
- An avid supporter of the military, Kimzey has multiple times worn the dog tags of fallen soldiers during his rides and is a supporter of the American Valor Foundation.
- Looking for any edge he can find, Kimzey emphasizes the importance of the mental aspects of bull riding and competing. His favorite book is Psycho Cybernetics by Maxwell Maltz, which is often credited for popularizing the term "self-image" and lays out the importance of mental focus.
- When he isn't in the chutes, Kimzey can be found on the golf course or with his wife, Alexis, who is an award-winning author. In 2022, the couple welcomed their first son, Steele Randall Kimzey.

## CAREER IN REVIEW:

### 2015-2019

- Kimzey first competed with the PBR in Denver, Colorado, in January 2015. That season he made two more appearances at PBR-sanctioned events held in concert with the prominent rodeos The American and Calgary Stampede.
- Kimzey again qualified to the Calgary Stampede in 2016 and concluded his PBR season riding at the Velocity Tour Finals in Las Vegas where he went 1-for-3 to finish 12th.
- In 2017, Kimzey reached new heights within the PBR, qualifying for his first PBR World Finals.
- Kimzey's 2017 season with the organization began at The American, where he won the event's PBR-sanctioned bull riding, winning more than \$400,000.
- Building off that success, Kimzey stayed hot, returning to the Calgary Stampede in July, before heading back to Las Vegas for his second Velocity Tour Finals in October where the Oklahoma cowboy dominated, going a perfect 4-for-4 to win the Velocity Tour Finals and punch his ticket to his first PBR World Finals.
- Once inside T-Mobile Center, Kimzey converted in his first-ever World Finals out, riding Total Feeds Bushwacked for 87 points. After being bucked off in the next two rounds, he bounced back and made the 8 in Rounds 4 and 5. While he was unseated in the championship round, his 3-for-6 finish earned him a 12th-place finish and pushed him up to a career-best No. 42 in the world standings to close out the year.
- In 2018, Kimzey rode in the PBR-sanctioned bull riding events held in tandem with The American in Arlington, Texas, WCRA Rodeo Showdown at HellDorado Days in Las Vegas, Calgary Stampede in Canada, and Cheyenne Frontier Days in Wyoming.
- The next season, after J.B. Mauney was ruled out of the 2019 Global Cup, Sage Kimzey was tapped to join Team USA Eagles as an alternate. In Round 3 of the event, Kimzey got his chance to represent his country, and he delivered, covering Pure Gangster for 87.75 points. His performance helped Team USA Eagles finish second in the team competition.

### 2020-2023

- With proven success in the team format, Kimzey returned to PBR action in 2020 during the groundbreaking Monster Energy Team Challenge held during the COVID-19 (coronavirus) pandemic. Kimzey was tapped to join Team Cooper Tires alongside Captain Jose Vitor Leme. Kimzey went 3-for-10 as the team ran the table and went undefeated to win the Monster Energy



Team Challenge Championship, held in Sioux Falls, South Dakota, ushering in the return of fans.

- After competing consistently outside the PBR the following three years, Kimzey declared his eligibility for the 2023 PBR Teams draft and the Carolina Cowboys selected him with their first pick.
- As the 2023 PBR Teams season got underway, Kimzey was quick to make an impact. While he bucked off in his debut for the team, he rebounded in resilient form in the Cowboys' second game of the season, riding Reba McEntire's The Hammer for 90 points to lead them to victory against the Arizona Ridge Riders.
- However, just days later, Kimzey sustained a broken collarbone while riding in the Semifinals of the bull riding at Cheyenne Frontier Days. Undergoing surgery, Kimzey was sidelined for Carolina until mid-September when he returned to the lineup in Ridgedale, Missouri.
- Despite seeing limited riding time, Kimzey was effective when he did compete for Carolina, going 4-for-9 with a team-best three 90-point rides, the second most of any rider in the league. As a team, the Cowboys finished the regular season No. 6 with an 11-17 record.
- At the 2023 PBR Teams Championship in Las Vegas, the Cowboys were unable to find their groove. The team lost to the No. 5 Arizona Ridge Riders, 344-265.5, in Round 1, despite an 88.25-point ride by Kimzey on Black Ice. Carolina was then eliminated from the tournament by the Missouri Thunder in the first Last Chance Game



## DEREK KOLBABA

Following in the footsteps of his father, Derek Kolbaba has been quick to reach bull riding stardom, excelling amongst the world's best on the PBR's elite Unleash The Beast and within PBR Teams league for the Oklahoma Freedom. Known for his humble, aw-shucks, affable personality and Justin Bieber-esque good looks, the Washington cowboy is capable of covering the world's rankest bovine athletes for massive scores, including three-time YETI PBR World Champion Bull SweetPro's Bruiser. After fracturing his C7 vertebrae, sidelining him for the entire 2023 Teams season, he'll have to recover from this difficult injury to regain his past form, keep conquering the toughest bulls, and finally win a World Championship.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

8

### HOMETOWN

WALLA WALLA, WASHINGTON

### RESIDENCE

WALLA WALLA, WASHINGTON

### HEIGHT

5-9

### WEIGHT

140

### BORN

4/21/96

### RIDING HAND

LEFT

### CAREER EARNINGS

\$1,705,338.90

### HIGH-MARKED RIDE

94 POINTS ON CANADIAN MIST DURING THE 15/15 BUCKING BATTLE IN NAMPA, IDAHO, ON OCTOBER 16, 2020



### AWARDS

- 2022 SECOND-ROUND DRAFT PICK BY THE OKLAHOMA FREEDOM
- MEMBER OF THE 4TH-PLACE OKLAHOMA FREEDOM DURING THE 2022 PBR TEAMS SEASON
- THREE-TIME PBR GLOBAL CUP TEAM USA QUALIFIER
- 2017 PBR GLOBAL CUP CANADA CHAMPION

## TEAMS TRANSACTIONS

- May 23, 2022: Selected in the second round of the PBR Teams Draft by the Oklahoma Freedom.
- February 16, 2023: Marked as a Protected Rider by the Oklahoma Freedom.

## JOURNEY TO THE PBR:

- Like many young boys, Derek Kolbaba grew up aspiring to be like his father. However, unlike most dads, Kolbaba's was a bull rider, who competed professionally in the 90s.
- Kolbaba started getting on sheep when he was 3 years old and worked his way up to bulls at age 12.
- The Washington native credits his dad for teaching him everything he knows, and his whole family's involvement in the Western lifestyle for being crucial to helping him to reach his career goals as a World Championship contending bull rider.



- In addition to soaking in the wisdom from his family, Kolbaba also looks to the professionals around him, observing different techniques from each rider he encounters, and adjusting his style when needed.

## CAREER IN REVIEW:

### 2015-2016

- After earning a berth to the 2015 PBR World Finals courtesy of a Top-10 finish at the Pendleton Whisky Velocity Tour Finals, Kolbaba became an elite tour regular in 2016, winning the 15/15 Bucking Battle in Anaheim, California, and his first regular-season event title in Des Moines, Iowa, during his rookie season.

### 2017

- The even-keeled Washington native then had a fast start to the 2017 campaign, victorious in Oklahoma City, Oklahoma, and Little Rock, Arkansas, before winning an additional three events, in Uniondale, New York, Colorado Springs, Colorado and San Jose, California, for a PBR-best five event titles ahead of his third World Finals.
- Kolbaba began developing a knack for coming up big during crucial moments. Two of his victories came via monster 90-point-plus rides aboard now three-time YETI PBR World Champion Bull SweetPro's Bruiser in the championship round.
- His victory in San Jose propelled the Washington rider to the top of the world standings for the first time in his career.
- After going 2-for-6 at World Finals in Las Vegas, Kolbaba finished the season a career-best No. 2 in the world, 447.5 points behind eventual PBR World Champion Jess Lockwood.
- Kolbaba concluded 2017 as a member of Team USA which won the inaugural PBR Global Cup in Edmonton, Alberta, Canada, in November.

### 2018-2019

- While Kolbaba's regular-season campaign in 2018 lacked the numerous Unleash The Beast event wins of the prior year, he punctuated the season with a career-best performance at the World Finals.
- Going 3-for-6, with each of his 8-second efforts for 90 points or more, he finished a career-best third, rising from No. 13 to No. 11 in the world.
- Kolbaba was also chosen to ride for his country at the 2018 installment of PBR Global Cup, competing for fourth-place Team USA in Sydney, Australia.
- In 2019, Kolbaba once again finished No. 11 in the world.
- Among the year's highlights, he won the WCRA Windy City Roundup in Chicago, became the first two-time winner of the Canadian Iron Cowboy in Quebec, and was selected to runner-up Team USA Eagles for the inaugural PBR Global Cup on American soil.

### 2020

- After having limited success at the start of the year, Kolbaba caught fire in the final months of the 2020 Unleash The Beast season.
- Slipping to No. 24 in the world with just six premier series events remaining prior to the PBR World Finals, Kolbaba was back to his title-contending form in Salt Lake City, Utah. Finishing fourth inside Days of '47 Arena, the Washington man's successes continued the following weekend, concluding the Fort Worth 15/15 Bucking Battle third. As a result, Kolbaba climbed to No. 18 in the world.
- In September, Kolbaba rode to his first Unleash The Beast win of the season, dominating the 15/15 Bucking Battle in Des Moines, Iowa, after covering Sky Harbor for a monstrous 92 points.
- Registering two additional Top-10 finishes in main events prior to season's end, Kolbaba turned heads during the 15/15 Bucking Battle in Nampa, Idaho, riding Canadian Mist for a career-best 94 points to win the special round and surge to No. 9 in the world.
- Kolbaba concluded 2020 with his sixth consecutive appearance at the PBR World Finals, winning Round 1 en route to a seventh-place finish overall, ranked No. 13 in the final world standings.



**2021**

- In 2021, for the first time since his career-best season in 2017, Kolbaba concluded the year ranked inside the Top 10, ending the campaign No. 8 in the world.
- On the premier series, while he fell just short of the event win, Kolbaba logged 14 Top 10 finishes, including a seventh-place result at the 2021 PBR World Finals, where he delivered two 90-point rides and went a combined 3-for-6.
- Kolbaba concluded 2021 with a 90-point score, covering Homebru for 92.5 points during the championship round of the World Finals.
- During the season, Kolbaba also earned his second WCRA Major victory, topping the field in May at Rodeo Corpus Christi.

**2022**

- In 2022, Kolbaba followed up his 2021 season with a solid campaign, finishing No. 14 in the world.
- Kolbaba logged 10 Top 10 efforts during the regular-season, including a season-best runner-up finish in Los Angeles that rocketed him from No. 36 to No. 17 in the world standings. At season's end, Kolbaba matched his second-place effort in Tacoma, Washington, helping cement his seventh career PBR World Finals berth.
- Despite a less-than-ideal World Finals, going 0-for-5, Kolbaba was taken in the second round of the inaugural PBR Teams Draft with the ninth overall pick by the Oklahoma Freedom.
- Kolbaba was a key contributor for the Freedom and talk of the town during the team's inaugural Freedom Fest homestand in Oklahoma City. Knocking down three clutch, walk-off game-winning rides, Kolbaba championed the team's 3-0 showing inside Paycom Center, helping them become the first team to win their homestand. The Freedom concluded the regular season with a 16-12 record, ranked No. 3 in the league.
- Once in Las Vegas for the playoffs, the Freedom were stunned by the No. 8 Nashville Stampede in the first round before bouncing back and winning the Last Chance Game to keep their championship hopes alive, led by Kolbaba's impressive 91.25-point dance atop Fearful. After beating the Carolina Cowboys in Round 2, the Freedom fell to the Arizona Ridge Riders in the Semifinals before falling to the Texas Rattlers in the Third-Place game.

**2023**

- In 2023, for the eighth time in his career, Kolbaba concluded the season ranked inside the world's Top 30, again qualifying to the prestigious PBR World Finals.
- The veteran started red hot, finishing inside the Top 25 in seven of his first eight events to climb to No. 19 in the Unleash The Beast standings as the tour approached its mid-point in February.
- Kolbaba's successes, however, began to fade as he was only able to record one more Top 10 finish prior to reaching the PBR's 30th Anniversary World Finals.
- In Fort Worth, Kolbaba began the event with a bang winning Round 1. However, the score would be his only of the marathon event. With a 1-for-7 showing, Kolbaba concluded the event 14th and ended the season ranked No. 27 in the standings.
- Returning to the Freedom for a second season, Kolbaba went 1-for-9. His season was cut short in Nashville in August when he bucked off Red Scorpion, fracturing his C7 vertebrae. While it sidelined him for the season, no surgery was required.
- In his absence, the Freedom finished No. 4 in the regular season with a 14-14 record.
- At the PBR Teams Championship, the Freedom defeated the league's defending Champion Nashville Stampede in Round 1, 262-261.5.
- As the progressive elimination tournament continued, the Freedom fell to the eventual champion Texas Rattlers in Round 2, 170.75-87, and were eliminated from the tournament by the Missouri Thunder in the second Last Chance Game.



## MICHAEL LANE

One of the sport's most determined contenders, Michael Lane has battled through numerous injuries as he seeks one goal - to be crowned PBR World Champion. With his career beginning at the young age of 4, fast forward nearly 30 years, and Lane has excelled on some of bull riding's biggest stages, a feat he dreamt of as a child.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

3

### HOMETOWN

TAZEWELL, VIRGINIA

### RESIDENCE

RANDLEMAN, NORTH CAROLINA

### HEIGHT WEIGHT

5'7" ✓

### BORN

6/1/90

### RIDING HAND

RIGHT

### CAREER EARNINGS

\$283,149.25\*

### HIGH-MARKED RIDE

88 POINTS ON GENTLEMAN JIM IN LAS VEGAS, NEVADA ON MAY 22, 2015



### JOURNEY TO THE PBR:

- Michael Lane was first drawn to the western lifestyle by his bull-riding brother-in-law. When he was 4, Lane noticed that riding sheep was how kids got started. When he reflects on the start of his career in present day, Lane says with a smile that from that moment as a child on, all his siblings' prized livestock had targets on their back from then on out.
- Four years later, Lane won "Best Dressed Cowboy" at the Brushfork Armory Rodeo and took home a pony as the prize.
- Once done with high school rodeos, where he roped, steer wrestled and rode bulls, Lane decided that going forward, he'd focus solely on bull riding.
- Now a consistent presence on the PBR Pendleton Whisky Velocity Tour and elite Unleash The Beast, Lane still looks up to two-time PBR World Champion J.B. Mauney, whose hometown is nearby Statesville, NC.
- Lane also credits PBR co-founder Jerome Davis, also known as "The Carolina Cowboy," to pushing him to compete in the PBR and pointing him in the right direction.
- Above all, Lane says the love and support of his family has been a big part of his career. He and his wife Brook welcomed their first child in 2019, daughter Allie-Michael, and their second daughter Maesa in 2021.



**CAREER IN REVIEW:****2008-2015**

- Lane rode at his first PBR event in August 2008 at the Touring Pro Division level but didn't make his Unleash The Beast debut until March 2013 when he rode at the Ty Murray Invitational in Albuquerque, New Mexico.
- He returned to the premier series one more time that season, competing at the Last Cowboy Standing Major at Helldorado Days in Las Vegas.
- Following a dismal 2014 season, Lane began to hit his stride in 2015, concluding the year a then career-best No. 37 in the world.
- After a third-place result to start the season at the Touring Pro Division event in Columbus, Georgia, Lane won his first event one week later, also on the developmental tour in Rainsville, Alabama.
- With subsequent success on the Pendleton Whisky Velocity Tour, recording four Top 5 results, Lane returned to the Unleash The Beast in May for the Last Cowboy Standing Major. Recording what remains the high-marked ride of his Unleash The Beast career, an 88-point trip on Gentleman Jim, Lane finished fourth. He was a near tour-regular following the summer break and made his World Finals debut that November finishing 19th.

**2016-2020**

- Battling on the Velocity Tour in 2016 and 2017, Lane made his second appearance at the World Finals in 2018, foreboding his career year in 2019.
- In 2019, Lane parlayed event victories on both the Velocity Tour in Des Moines, Iowa, and the Canadian Cup Series in Moncton, New Brunswick, to rise to No. 35 in the world and return to the Unleash The Beast.
- First riding on the premier series in May in Green Bay, Wisconsin, Lane was a near regular for the remainder of the season, finishing a career-best third in Fairfax, Virginia, despite battling a hand injury as the 2019 campaign ended.
- Gritting through the pain, Lane rode at his third career PBR World Finals and concluded the year a career-best No. 35 in the world.
- Competing through a limited schedule in 2020, Lane's best finish of the season was a seventh-place result on the Pendleton Whisky Velocity Tour in Casper, Wyoming in October.

**2021**

- In 2021, Lane recaptured his form which led to his three previous PBR World Finals qualifications.
- Spending the majority of the campaign on the Pendleton Whisky Velocity Tour, Lane delivered a season which nearly ended in his first Velocity Tour Finals and a return to the PBR World Finals.
- After registering three Top 10 finishes on the Velocity Tour through the first four months of the season, Lane captured his first win on the expansion series in late April in Wichita, Kansas.
- Lane, the winningest rider on the Velocity Tour in PBR history, earned his second win of the season in late July when he topped the field in Bangor, Maine.
- Atop the Velocity Tour standings the majority of the year, Lane's season came to a heartbreaking end in October in Wheeling, West Virginia. During his 7.71-second buckoff atop Latch Party, Lane broke his riding hand thumb, sidelining him the remainder of the year.
- Lane finished 2021 No. 2 on the Velocity Tour and No. 47 in the broader PBR world standings.

**2022-2023**

- Lane competed on the PBR Velocity Tour throughout 2022, earning his first win in February in North Charleston, South Carolina. After being shut out the following weekend, the veteran then recorded four consecutive Top-15 finishes through the end of March.
- Still seeking his first Velocity Tour Championship, at the expansion series' Finals in Corpus Christi, Texas, in May, Lane was shut out, finishing the season ranked No. 8 in the tour's standings.



- Shifting his focus to the Challenger Series, Lane began his campaign with Top-10 finishes in Ocean City, Maryland, in June and Archdale, North Carolina, in July.
- In his home state of Virginia, Lane logged his best finish of the season, placing second in Fairfax in September. After tacking on two additional Top-5 finishes, Lane failed to log a score at the inaugural PBR Challenger Series Championship in Las Vegas, finishing the season No. 38 in the standings.
- Lane caught fire as the 2023 Velocity Tour season began, recording six consecutive Top-10 finishes culminating with an event win in Hampton, Virginia, in February. His success on the Velocity Tour earned him a spot at the premier series event in Milwaukee, Wisconsin, in mid-March but he was blanked.
- Returning to the Velocity Tour, Lane recorded two more Top-5 finishes prior to the Pendleton Whisky Velocity Tour Finals in May. Lane again stumbled at the event, going 0-for-2, finishing the year ranked No. 6 in the Velocity Global standings.
- Lane competed sporadically during the 2023 PBR Challenger Series, riding at just four events. Courtesy of a double-entry, Lane won the Challenger Series event in Archdale, North Carolina, in June. He ended his 2023 Challenger Series campaign by posting a Top-5 finish in Mill Spring, North Carolina, in October at the WCRA Major.



## JOSE VITOR LEME

Only in his mid-20s, Jose Vitor Leme is already arguably one of the greatest riders to ever compete in Western sports. After making the most memorable PBR Unleash The Beast debut in modern times, traveling from his native Brazil to the U.S. for the first time in Nov. 2017 and winning the World Finals just a few days later in going a flawless 6-for-6 at the grueling, multi-day championship, he rewrote the PBR record books in 2021 en route to his second World Championship. In 2021 Leme broke virtually every major PBR record, including twice shattering the PBR's all-time, high-marked ride record. Previously 96.5 points before Leme's two record-setting rides, the record now stands at 98.75 points when Leme rode Woopaa during his second career World Finals victory. The historic score included the first-ever perfect 50 points awarded to a rider. Leme continued to be a history-maker with the launch of PBR Teams, selected as the No. 1 overall pick in the Draft by the Austin Gamblers, winning multiple games with walk-off rides, and winning back-to-back PBR Teams MVP Awards in the first two seasons. In 2023, Leme surpassed two more career milestones, becoming just the third rider in PBR history to earn more than six million dollars and passing J.B. Mauney to be second all-time in 90-point rides.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD CHAMPIONSHIP TITLES

2020, 2021

### WORLD FINALS APPEARANCES

7

### HOMETOWN

RIBAS DO RIO PARDO, BRAZIL

### RESIDENCE

DECATUR, TEXAS

### HEIGHT WEIGHT

5'6 139

### BORN

8/15/96

### RIDING HAND

LEFT

### CAREER EARNINGS

\$6,1233,463.50

### HIGH-MARKED RIDE

98.75 POINTS ON WOOPAA DURING THE CHAMPIONSHIP ROUND OF THE PBR WORLD FINALS IN LAS VEGAS, NEVADA, ON NOVEMBER 7, 2021



### AWARDS

- FIVE-TIME PBR GLOBAL CUP TEAM BRAZIL QUALIFIER (2017-2020, 2022)
- TWO-TIME PBR GLOBAL CUP CHAMPION (2018-2019)
- TWO-TIME PBR WORLD CHAMPION (2020-2021)
- TWO-TIME PBR WORLD FINALS EVENT WINNER (2017, 2021)
- THREE-TIME LANE FROST/BRENT THURMAN AWARD WINNER (2017, 2020 & 2021)
- THREE-TIME MASON LOWE AWARD WINNER (2020-2022)
- TWO-TIME PBR TEAMS MVP (2022, 2023)
- NO. 1 OVERALL PICK BY THE AUSTIN GAMBLERS IN THE INAUGURAL PBR TEAMS DRAFT
- MEMBER OF THE 2023 PBR TEAMS REGULAR SEASON NO. 1 AND PBR TEAMS CHAMPIONS RUNNER-UP AUSTIN GAMBLERS
- 2020 PBR TOURING PRO DIVISION CHAMPION
- 2019 PENDLETON WHISKY VELOCITY TOUR CHAMPION
- 2019 PENDLETON WHISKY VELOCITY TOUR FINALS WINNER
- 2017 PBR ROOKIE OF THE YEAR
- 2017 PBR BRAZIL CHAMPION



## TEAMS TRANSACTIONS

- May 23, 2022: Selected in the first round of the PBR Teams Draft by the Austin Gamblers.
- February 26: Marked as a Protected Rider by the Austin Gamblers

## JOURNEY TO THE PBR:

- After getting on his first calf at the age of seven, inspired by his father Jose Antonio, a former bull rider in Brazil, Leme abandoned the sport when his parents divorced, and the family sold their bulls.
- Living with his mother Silvia, Leme became interested in soccer. He played the sport for 11 years, moving up to the semi-professional level, and simultaneously earning numerous titles in karate.
- Leme always felt pulled to bull riding, and at the age of 18 got on his first bull. Despite being away from the sport for nearly a decade, Leme says that soccer taught him how to make quick, agile adjustments and continue at a high speed of movement while changing his direction, all of which are key to being a successful bull rider.

## CAREER IN REVIEW:

### 2017

- In 2017, Leme made his PBR Brazil debut, chalking up an extraordinary 82.61% riding average. After winning three event titles, including the National Finals at the famed Barretos Rodeo, Leme was named both the PBR Brazil Champion and Rookie of the Year. Leme's dominating performance – taking PBR Brazil's Triple Crown – earned him a berth to the Pendleton Whisky Velocity Tour Finals.
- For the first time in his life, Leme left Brazil. Going 3-for-4 to finish eighth at the Velocity Tour Finals, Leme earned a berth to the PBR World Finals as the top-finishing international invite.
- Going a perfect 6-for-6, to capture the World Finals event title, \$300,000 bonus, and Rookie of the Year honors, Leme recorded several PBR records:
- First rider to win the Rookie of the Year title when the only premier series event entered was the World Finals;
- First to win the Brazil Finals, Brazil Championship, Brazil Rookie of the Year, World Finals and Rookie of the Year honors in the same season;
- Fifth rider since 2000 to be perfect at World Finals;
- Fifth Rookie of the Year to win the World Finals event.
- After beginning the 2017 World Finals No. 53 in the world, Leme finished the year No. 7.
- Leme then traveled to Edmonton, Alberta, Canada, as part of Team Brazil for the inaugural PBR Global Cup, contributing two qualified rides to Team Brazil's runner-up finish.

### 2018

- In his sophomore season, Leme was in prime form, winning two premier series events, including the first regular-season title of his career in Tulsa, Oklahoma, and recording 11 Top 5 performances through the regular season.
- At the second PBR World Finals of his career, Leme went 4-for-6, concluding the year No. 2 in the world, 422.5 points behind World Champion Kaique Pacheco.
- During the season, Leme was once again tapped to represent his country at the 2018 PBR Global Cup Australia, going 2-for-3 as Brazil captured the title by 0.75 points.

### 2019

- After recording an early win on the Velocity Tour in Corpus Christi, Leme started his Unleash The Beast season by capturing the 15/15 Bucking Battle title in New York City during the elite series' season-launch event.
- He won his first premier series, regular-season event of 2019 in mid-March in Duluth, Georgia, and claimed the world No. 1 ranking in April after a second-place finish in Sioux Falls, South Dakota.



- Despite briefly surrendering the world No. 1 rank, Leme reclaimed his position atop the standings by season's end, winning events in back-to-back weekends in Anaheim, California, and Springfield, Missouri.
- Competing at the Velocity Tour Finals, Leme went 2-for-3 to win both the tour's Finals and year-end championship, in addition to expanding his lead atop the rankings.
- At the 2019 PBR World Finals, Leme could not hold off a seemingly unstoppable Jess Lockwood who put up four 90-point rides and surpassed him for the World Championship. Leme finished No. 2 in the world, leading the league in the regular-season 90-point rides (11), round wins (18) and bulls ridden (47).
- Once again selected to the Brazilian contingent for the PBR Global Cup in February, Leme made history, recording the first 90-point ride in Global Cup competition, helping lead his country to become the first-ever back-to-back Global Cup Champions.

**2020**

- In 2020, the Western sports world ran out of superlatives to describe Leme's season as he rode his way into the PBR record books and was crowned the 2020 PBR World Champion.
- Leading the world standings for 17 of the 22 weeks of competition, Leme clinched the World Championship during Round 3 of the 2020 PBR World Finals, covering Woopaa for a Lane Frost/Brent Thurman Award-winning 95.75 points. The then high-marked ride of Leme's career also tied for the fourth-highest-scored ride ever recorded at a PBR World Finals
- In addition to winning a league-leading seven Unleash The Beast events and 16 rounds, Leme rode a torrid 44-for-65, notching nine 90-point rides and covering 67.69% of the planet's rankest bovine athletes.
- During the regular season, Leme also competed for Team Brazil at the 2020 PBR Global Cup USA, winning the individual aggregate via his 3-for-3 showing en route to the nation's third-place finish.

**2021**

- In 2021, as Leme rewrote the PBR history books, breaking or tying five PBR records en route to his second PBR World Championship: most round wins in a season (21); most 90-point rides in a season (24); first perfect 50-point rider score; highest-marked qualified ride of all time (98.75 points); and most event wins in a season (tied with 8).
- In winning the 2021 PBR World Championship, finishing 884 points ahead of runner-up Kaique Pacheco, Leme became the second back-to-back PBR World Champion, and is now also the seventh multi-time title holder in history.
- Among his record-setting moments were two qualified rides that obliterated the previous all-time high-marked ride record of 96.5 points. In one of the greatest sports rivalries, Leme registered both historic scores aboard Woopaa, the very bull who propelled him to the 2020 PBR World Championship.
- In late July during the 15/15 Bucking Battle in Tulsa, Leme and the powerful animal athlete first teamed for a monstrous 97.75-point score.
- Going head-to-head in the final out of the championship round of the 2021 PBR World Finals, Leme stayed in complete control of the high-leaping Woopaa jump-for-jump, marked an unprecedented 98.75 points, including the first-ever perfect 50-point rider score.
- While Leme had already clinched the 2021 PBR World Champion title, the score and perfect 6-for-6 performance brought Leme the World Finals event victory, and he entered even rarer air in the PBR universe: Leme is now just the second rider in history alongside J.B. Mauney to win the World Finals multiple times without bucking off a bull. He is also the fourth rider in history to win the grueling multi-day event against the world's best bulls multiple times.
- Looking back at the broader 2021 season, despite missing eight events, including three following his broken ankle sustained at the season opener in Ocala, Florida, and the final five tour stops of the regular season after injuring his groin muscles when winning the September event in Newark, New Jersey and then aggravating the injury and his abdomen in a subsequent practice session, Leme was dominant when he did compete, winning 40% of the events he rode at.
- He went a torrid 49-for-71, including a 12-out ride streak to end the season, covering 69.01% of his



animal athlete opponents.

- In 2021, Leme earned \$1,871,257.92, including \$1,401,800 for his second PBR World Championship and World Finals event win, and became fifth in all-time money earned in PBR competition with his career earnings topping more than \$5.11 million.

## 2022

- After missing the beginning of the 2022 season due to injury, the two-time World Champion got off to a hot start, finishing third in his 2022 Unleash The Beast debut in Duluth, Georgia, in January.
- Remaining red-hot, Leme won the Oklahoma City 15/15 Bucking Battle in February, where he rode Ridin' Solo to a season-high 94.75-point score, his second of 12 90-point rides in 2022.
- Later that month, Leme cracked the Top 5 in the race for the World Championship with his first event win of the season in Little Rock, Arkansas, pushing him to No. 4 in the standings.
- Before the regular-season ended, Leme stood atop the Can-Am Cage victorious in Unleash The Beast competition for a second time, winning in Tulsa, Oklahoma
- In a bid to become a three-time World Champion, Leme started off hot at the 2022 PBR World Finals, going 3-for-3 in the first three rounds. He then made a statement in winning the fifth round with a 92.75-point ride on Norse God, elevating him within 270.66 points of No. 1 Daylon Swearingen.
- However, in Round 6, Leme's bid for a historic third consecutive gold buckle came to an abrupt end. Crossover bucked him off in a close 6.24 seconds, then stepped on Leme's abdomen, breaking his ribs and ending his title battle.
- Just days after his nasty wreck, Leme was the first overall pick in the inaugural 2022 Teamss Draft, selected by the Austin Gamblers.
- In his first ride back since breaking his ribs at the 2022 PBR World Finals, Leme rode The Right Stuff for 89 points in Cheyenne, Wyoming, leading Coach Michael Gaffney to select Leme to attempt the team's last bull in the bonus round. Rising to the occasion, Leme rode Montana Jacket for 90.75 points.
- Leme went a torrid 19-for-26 during the regular season, amassing an outstanding 73% ride percentage, and winning the inaugural Team s MVP award.
- Led by Leme, the Gamblers went 16-12, concluding the regular season No. 1 in the league standings, and earning a bye through Round 1 of the PBR Teams Championship. The team was unable to carry their success into the playoffs, beaten by the eventual champion Nashville Stampede in Round 2, and unable to rally past the Texas Rattlers and Carolina Cowboys in the second last chance game.

## 2023

- Despite missing 10 events during the season, Leme went a torrid 25-for-45 (55%), once again contending for a World Championship. Despite being in the gold buckle race until the final day of the season, the reserved contender came up just short and finished No. 2 in the Unleash The Beast standings by 287 points to eventual World Champion Rafael Jose de Brito.
- Sideline for the first five events of the individual season as he continued to recover from an injury sustained at the 2023 Team Series Championship, Leme made his 2023 premier series debut in Madison Square Garden in New York City. Not missing a beat, Leme won the event, catapulting to No. 10 in the early title race.
- Leme remained white hot as the season continued, again riding to the event win the following weekend in Chicago and finishing second in the accompanying 15/15 Bucking Battle to vault to No. 2 in the gold buckle battle.
- In early February, Leme earned his PBR-best third event win of the season in Sacramento, California, which coupled with a second-place finish in the 15/15 Bucking Battle, allowed him to overtake the No. 1 rank for the first time in 2023.
- Leme remained No. 1 in the standings for eight weeks, the longest of any rider in 2023, but during his reign was sidelined by injury following the mid-March tour stop in New Orleans. He remained



out of competition for six weeks until he returned for the regular season finale in Louisville, Kentucky. In the Blue Grass State, Leme rode in prime form, delivering two 90-point, round-winning rides to finish second and decimate the lead of new No. 1 Kaique Pacheco to fewer than 100 points.

- In Fort Worth for his seventh career World Finals, Leme attempted to make another remarkable run and, after a 90.25-point ride atop JAG Metals Grand Theft in Round 7, he briefly overtook the world No. 1 ranking heading into the championship round. However, he was bucked off by Yellowknife and finished the season at No. 2 in the Unleash The Beast standings, his sixth straight year either winning a gold buckle or runner-up to the title.
- Anchoring the Austin Gamblers for the second season of PBR Teams, Leme won his second-consecutive PBR Teams MVP award in 2023, going 20-for-29. Leme led the league in rides (20) and walk-off rides (6) and tied for the league lead in 90-point rides (5) and Extra Out rides (2). Paving the way for Austin's PBR Teams-best 19-9 regular season record, Leme was named the Event MVP in Cheyenne, Wyoming, Anaheim, California, and Oklahoma City. His sixth walk-off ride against the Arizona Ridge Riders in Greensboro was for 90 points atop Roc With It, marking his 76th 90-point ride on the premier series. With that conversion, Leme surpassed J.B. Mauney for second in career premier series 90-point rides. After his second PBR Teams' season, Leme also became just the third rider to make more than six million dollars, trailing only Mauney and Silvano Alves in all-time earnings.
- Courtesy of their No. 1 regular season ranking, the Gamblers entered the PBR Teams Championship with a first-round bye.
- Austin made their 2023 tournament debut during Round 2 of competition in Las Vegas, dispatching the No. 8 Missouri Thunder via Leme's 89-point walk-off ride aboard WSM's Sun Country, 177.75 - 174.75, to advance to the Semifinals for the first time.
- In a PBR Teams Championship first, the Austin Gamblers faced the Missouri Thunder a second time after the league's No. 8 team won their second Last Chance Game. After being shutout and falling behind by two ride scores early, the Gamblers battled back, and Leme again walked off the Thunder, 256-172, courtesy of an 88.75-point ride on Chateau Montelena's Montana Jacket.
- Advancing to the team's first Championship Game, the Gamblers posted three rides, including Leme topping Sugar Smack for 89.75 points, but it wasn't enough to take down the red-hot Texas Rattlers, who won the Championship by 90 points, 355.25-265.25.



## RAMON DE LIMA

Don't be fooled by the easy smile, good nature and humble mannerisms instilled in him by his doting mother Maria, Ramon de Lima is one of the PBR's rankest riders. Known to turn seemingly doomed seasons into golden finishes, Lima's name remains a constant in the conversation for a World Championship, an accolade that the resilient Brazilian remains intent on achieving, alongside a PBR Teams Championship with the Austin Gamblers.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

6

### HOMETOWN

RIO BRANCO, BRAZIL

### RESIDENCE

DECATUR, TEXAS

### HEIGHT WEIGHT

5-8 169

### BORN

12/19/90

### RIDING HAND

LEFT

### CAREER EARNINGS

\$1,045,033.75

### HIGH-MARKED RIDE

90.5 POINTS ON BIG BLACK  
IN LITTLE ROCK, ARKANSAS,  
ON MARCH 7, 2020.



### AWARDS

- TWO-TIME PBR GLOBAL CUP TEAM BRAZIL QUALIFIER (2018, 2020)
- 2018 PBR GLOBAL CUP AUSTRALIA CHAMPION
- 2022 PBR TEAMS FOURTH-ROUND DRAFT PICK
- MEMBER OF THE 2023 PBR TEAMS REGULAR SEASON NO. 1 AND PBR TEAMS CHAMPIONS RUNNER-UP AUSTIN GAMBLERS

### TEAMS TRANSACTIONS

- May 23, 2022: Selected in the fourth round of the PBR Teams Draft by the Austin Gamblers.
- February 26, 2023: Marked as Protected Rider by the Austin Gamblers.

### JOURNEY TO THE PBR:

- Growing up on a ranch in Brazil, Ramon de Lima was exposed to the Western lifestyle from a young age.
- After he started getting on calves and steers at the age of 8, Lima launched his professional career as soon as possible, at the age of 18.

### CAREER IN REVIEW:

#### 2016

- Self-taught Ramon de Lima made his PBR debut in August 2016 at the famed Barretos rodeo in Brazil where he finished 14th.
- With just the one PBR event on his resume, Lima traveled to the United States in February 2016 for the Touring Pro Division stop in Fort Worth, Texas.



**2017**

- In 2017, after a year away from PBR competition, Lima returned to the organization's events, riding on both the Touring Pro Division and Pendleton Whisky Velocity Tour before making his elite Unleash The Beast debut in April in Billings, Montana.
- Lima then mounted an aggressive summer campaign across all levels of competition, recording his first event wins on the Touring Pro Division in Rock Springs, Texas, in July, followed by a second title in Sterling, Colorado, in August.
- His performance during the premier series' annual summer break propelled him within the Top 35 of the world standings and led him to an elite tour return in August at the Major in Nashville, Tennessee.
- At the regular season's end, prior to the World Finals, Lima competed at the Velocity Tour Finals, where he went a perfect 4-for-4. Lima tied with fellow Brazilian Alex Marcilio for the tour title, however, Marcilio won the tiebreaker via season earnings. Later that week, Lima made his PBR World Finals debut, where he finished 27th, before ending the year No. 30 in the world.

**2018**

- Lima then broke through in 2018, a top contender for the year's World Championship.
- Winning his first elite tour event in January in Sacramento, California, Lima rose to the world No. 1 ranking for the first time in his career in February after dominating the Iron Cowboy inside AT&T Stadium, winning his first PBR Major.
- As the year progressed, Lima's successes multiplied. He held the world No.1 ranking through the subsequent six Unleash The Beast events.
- Also logging the first 15/15 Bucking Battle victory of his career in 2018, Lima's season concluded at the World Finals. Riding to a 28th-place finish, he concluded the year a career-high No. 8 in the world.
- The 2018 campaign also included Lima's PBR Global Cup debut, riding for event-winning Team Brazil in Sydney, Australia.

**2019-2021**

- Lima's momentum, however, did not carry over into 2019; he fell victim to the Unleash The Beast cutline in March and competed on the Pendleton Whisky Velocity Tour.
- Recapturing his winning ways from 2018, Lima caught fire in September. Entering the Velocity Tour event in Portland, Maine in late September ranked No. 103 in the world, Lima catapulted to No. 44 in two weeks' time courtesy of an event win and runner-up finish on the PBR's expansion tour.
- Returning to the elite Unleash The Beast for the first time in seven months, Lima finished sixth in Greensboro, North Carolina, in mid-October.
- While he remained outside the Top 35 at the end of the season, Lima qualified for the 2019 PBR World Finals via the Pendleton Whisky Velocity Tour as the series' No. 3-ranked rider. Finishing a career-best 10th at the World Finals after going 4-for-6, Lima concluded the year No. 31 in the world.
- The 2020 season was yet another rollercoaster year for Lima. He registered five Top-10 finishes and an event victory on the premier series through the first three months of the season, but returned to Brazil at the onset of the COVID-19 (coronavirus) pandemic, missing several UTB events when the tour returned to action.
- Returning to the United States in September, Lima finished the year No. 23 in the world.
- In 2021, Lima continued to battle the cutline for the elite Unleash The Beast. Missing the World Finals for the first time since 2017, he finished an uncharacteristic No. 44 in the world.

**2022**

- Lima bounced back in 2022 and again finished inside the Top 20 in the world standings.
- Courtesy of early season success on the Velocity Tour, including an event win in Grand Rapids, Michigan, in late January, Lima returned to the premier series in February. Regaining his championship-contending form, Lima rode to four Top 20 finishes in his first five events back on the Unleash the Beast. After tacking on another Top 15 finish by the end of March, Lima climbed to No. 29 in the world.



- Proving his veteran status, Lima locked in for the last month of the season, winning his first premier series event of the year in Nampa, Idaho, before finishing sixth in Billings the following weekend to conclude the regular season.
- The late-season push moved him to the No. 20 spot in the standings heading into his fifth career World Finals.
- At the first iteration of the sport's most prestigious event in Fort Worth, Lima bounced back after bucking off in the first two rounds to record back-to-back scores in Round 3 and Round 4. After failing to make the 8 in the following two rounds, the cowboy once again rebounded, topping Oilfield Outlaw's Yellow Feather for 87.75 points in Round 7 to earn a coveted spot in the championship round. Lima finished the event 13th, and he concluded the individual campaign No. 19 in the world standings.
- Just one day after the Unleash The Beast season ended, Lima was selected in the fourth round of the inaugural PBR Teams Draft by the Carolina Cowboys, where he went 3-for-11 before being traded to the Austin Gamblers in September.
- Lima found his stride with the Gamblers, going 7-for-17 and helping lead the team to a league-best 16-12 record heading into the PBR Teams Championship as the regular-season No. 1-ranked team with a first-round bye.
- In Las Vegas, the Gamblers were defeated by the eventual-champion Nashville Stampede in Round 2 before being ousted by the Texas Rattlers in the second Last Chance Game.

## 2023

- In 2023, Lima delivered his best finish in nearly five years – inside the world's Top 10 for the first time since 2018.
- For the second consecutive season, the Brazilian made his premier series season debut in February, recording two Top-10 finishes in his first four events to rise to No. 34 in the standings by March.
- After tacking on two additional Top-15 finishes, the wily veteran won his first elite tour event of the season in Nampa, Idaho, for the second consecutive year. Closing out the regular season strong, Lima logged three more Top-15 efforts across the last three events of the season, pushing him to No. 18 in the Unleash The Beast standings heading into the World Finals.
- As the PBR's 30th Anniversary World Finals got underway, Lima got off to a hot start going 2-for-3 in the initial rounds to briefly lead the event standings.
- Lima was unable to continue the momentum into the second weekend of competition, going 3-for-8 and finishing third. His podium finish at the World Finals led him to finish the 2023 season No. 10 in the Unleash The Beast standings.
- The veteran went 5-for-22 for the Austin Gamblers during the 2023 season to help them win their second-consecutive regular season title with a 19-9 record, securing a first-round bye at the 2023 PBR Teams Championship. During the campaign, the Gamblers won a league-record four events in the regular season in Cheyenne, Wyoming, Anaheim, California, Austin, Texas and Greensboro, North Carolina.
- The Gamblers made their 2023 tournament debut during Round 2 of competition in Las Vegas, dispatching the Missouri Thunder in walk-off form, 177.75 - 174.75, to advance to the Semifinals for the first time.
- In a PBR Teams Championship first, the Austin Gamblers faced the Missouri Thunder a second time after the league's No. 8 team won their second Last Chance Game. After being shut out and falling behind by two ride scores early, the Gamblers battled back, winning the game on the final out, 256-172. Advancing to the team's first Championship Game, the Gamblers posted three rides, but it wasn't enough to take down the red-hot Texas Rattlers, who won 355.25-265.25. Lima rode in all three games for the Gamblers but was unable to convert, going 0-for-3.



## JESS LOCKWOOD

At five feet, five inches, 130 pounds, Jess Lockwood, a former Montana State Wrestling Champion turned elite bull rider, may be one of the toughest athletes in sports. Lockwood, the youngest two-time PBR World Champion in PBR history and also the seventh all-time earner in the sport's history, has persevered through numerous potential career-ending injuries to establish himself as one of the sport's premier talents recording 29 career wins and 41 90-point rides. While fans have anticipated Lockwood would step in to be a top star in the PBR Teams league, he's yet to play a single game over the first two seasons, battling injuries to his shoulder, hip, knee and pelvis. For both the coming individual and Teams season, the looming question remains: can Lockwood's body hold up to the rank, punishing bulls of the PBR?

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD CHAMPIONSHIP TITLES

2017, 2019

### WORLD FINALS APPEARANCES

5

### HOMETOWN

VOLBORG, MONTANA

### RESIDENCE

VOLBORG, MONTANA

### HEIGHT WEIGHT

5-5 130

### BORN

9/20/97

### RIDING HAND

LEFT

### CAREER EARNINGS

\$4,223,557 \*

### HIGH-MARKED RIDE

94 POINTS ON HEARTBREAK KID IN NAMPA, IDAHO, ON OCTOBER 19, 2019



### AWARDS

- NO. 1 OVERALL PICK BY THE OKLAHOMA FREEDOM IN THE 2022 PBR TEAMS SUPPLEMENTAL DRAFT
- MEMBER OF THE FOURTH-PLACE OKLAHOMA FREEDOM DURING 2022 PBR TEAMS
- THREE-TIME PBR GLOBAL CUP TEAM USA QUALIFIER (2018-2020)
- 2020 PBR GLOBAL CUP USA CHAMPION
- TWO-TIME PBR WORLD CHAMPION (2019 & 2017)
- 2019 PBR WORLD FINALS EVENT WINNER
- 2019 MASON LOWE AWARD WINNER
- 2019 TOURING PRO DIVISION CHAMPION
- 2016 ROOKIE OF THE YEAR

### TEAMS TRANSACTIONS

- June 2, 2022: Selected with the first overall pick in the Supplemental Draft by the Oklahoma Freedom.
- July 17, 2023: Acquired via trade from the Oklahoma Freedom by the Nashville Stampede.

### JOURNEY TO THE PBR:

- Lockwood hails from a rugged family with a rich history in Western sports. His father, Ed, was a champion bull rider and professional saddle bronc rider, while his mother Angie was a barrel racer, and his aunt, Lisa Lockhart, is a legendary barrel racer.
- Lockwood got on his first bull in eighth grade, and then pursued the sport full time shortly after ending his career as a champion high school wrestler.



- At 18, Lockwood began his professional career, cashing his first PBR check one month later at the Touring Pro Division stop in Clovis, New Mexico.
- The Montana-native soon moved to PBR Livestock Director Cody Lambert's ranch in Bowie, Texas, where he was tutored by Lambert and two-time PBR World Champion Justin McBride.

## CAREER IN REVIEW:

### 2015 & 2016:

- Lockwood made his PBR debut in October 2015, and quickly reached the premier series, competing at his first Unleash The Beast event in Sioux Falls, South Dakota, April 2016.
- Three events into his debut season on the Unleash The Beast, Lockwood won in Billings, Montana. He finished the season No. 8 in the world standings and was named 2016 Rookie of the Year.

### 2017 & 2018:

- In 2017, Lockwood put all of PBR on notice. Winning the season-launch Major in New York City, the surging bull rider, then 19, was world No.1 for the first time. He then held that ranking for six weeks, also winning in Sacramento, California.
- Lockwood battled through numerous injuries throughout the season and backed by a strong 3-for-6 showing at the World Finals became the youngest World Champion in PBR history. At the time, Lockwood was just the fourth Rookie of the Year to win the world, and second, joining three-time World Champion Silvano Alves, to win the titles in back-to-back years.
- Battling a groin injury throughout 2018, Lockwood finished an uncharacteristic No. 12 in the world.

### 2019:

- In 2019, Lockwood once again won the season-launch Major in New York City, as well as the tour stop the following weekend in Chicago, to take a firm hold of the world No. 1 ranking.
- He held the No. 1 ranking for the first nine weeks of the season but was surpassed by Chase Outlaw in late March after sustaining a broken collarbone during the 2019 PBR Global Cup USA on Feb. 9, which sidelined him for three months.
- Upon returning in mid-May in Albuquerque, Lockwood, who had slipped to world No. 4, began to mount one of the most dominant summer campaigns in PBR history, winning five Touring Pro Division events in both the United States and Canada to enter the first event of the second half in Tulsa No. 3 in the world.
- The Montana man then swept both the main event and the 15/15 Bucking Battle and left Oklahoma back atop the world rankings. He solidified that spot by winning the following weekend in Houston.
- Despite winning two additional 15/15 Bucking Battles in the remainder of the regular season, Lockwood was surpassed by top challenger Jose Vitor Leme to enter the World Finals No. 2 in the world, 749.66 points behind the No. 1 rank.
- A 5-for-6 performance at the World Finals, including four 90-point rides, propelled Lockwood to both the World Finals event win and World Championship, making him the fifth rider to win both the World Championship and World Finals event title in the same season.

### 2020-2021:

- Lockwood was again plagued by injury in 2020. After competing at eight elite tour events, including notching a victory in Manchester, New Hampshire, on March 1, after covering I'm Legit Too for 91.5 points, Lockwood's right spur got caught in the bull rope during his dismount, ripping his hamstring muscles.
- Sidelined for nine events during a six-month hiatus following surgery, Lockwood returned to competition in mid-September in Billings, Montana.
- Despite contending with yet another sidelining injury, a partial dislocation of his right shoulder, Lockwood finished the year No. 5 in the world.
- In 2021, Lockwood was once again dogged by injury, concluding the campaign ranked a career-low No. 51 in the world, unable to compete at the PBR World Finals.



- His season began in rough fashion, breaking his jaw during Round 1 of the 2021 season-launch event in Ocala, Florida, as he was bested by Detroit Lean in 2.75 seconds. While Lockwood would return to competition in late February, he competed at just eight events before undergoing pelvic surgery in May to repair a persistent injury dating to past seasons. Lockwood attempted to return at year's end, riding at the final regular season Unleash The Beast event in Lincoln, Montana, however after attempting just one bull, opted to end his season to continue his recovery.

**2022-2023**

- Lockwood continued to battle injuries in 2022 and 2023.
- In 2022, Lockwood saw his premier series season come to an end after he separated his shoulder in Oklahoma City, Oklahoma in mid-February.
- Despite the injury, Lockwood was selected with the first pick in the 2022 PBR Team Series Supplemental Draft by the Oklahoma Freedom.
- After being moved to the team's Injured Reserve list on July 16, Lockwood was shifted to the protected roster on August 23, anticipated to make his debut for the team at the Austin Gamblers' homestand in Texas.
- However, prior to the event, Lockwood tore his PCL in the practice pen, sending him back to Injured Reserve on August 29. Lockwood was ultimately sidelined for the remainder of 2023 as the Oklahoma Freedom went on to finish third in the regular season with a 16-12 record.
- With Lockwood still rehabbing his injury, the Freedom headed to Las Vegas for the inaugural PBR Team Series Championship but fell to the Nashville Stampede in Round 1. The team rebounded, winning the first Last Chance Game. After beating the Carolina Cowboys in Round 2, the Freedom's championship hopes were extinguished in the Semifinals when they were defeated by the Arizona Ridge Riders. The Freedom concluded the season fourth in the league after losing to the Texas Rattlers in the Third-Place Game.
- As the 2023 individual season got underway, Lockwood returned to competition for the premier series event in Duluth, Georgia, in January. Seeming to have not missed a step, Lockwood went 2-for-3 to finish second, capping his triumphant return with a monstrous 92-point ride aboard I'm Legit Too. The runner-up effort catapulted Lockwood from unranked to No. 25 in the Unleash The Beast standings.
- After riding to two additional Top-10 finishes, the Montanan once again had his season cut short due to injury after aggravating an existing hip ailment in Little Rock, Arkansas, in March. Despite the early end to his campaign, Lockwood finished 2023 ranked No. 41.
- Less than a week before the start of the 2023 PBR Teams season, Lockwood was traded from the Oklahoma Freedom to the Nashville Stampede, in exchange for Thiago Salgado, Nashville's 2024 first-round draft pick and future considerations.
- Following the trade, Lockwood again missed the entire PBR Teams season, battling a chronic pelvic injury that would require surgery. Without Lockwood, the Stampede finished No. 7 during the regular season with an 11-17 record.
- Looking to repeat their Cinderella run from 2022, the Nashville Stampede faced off against the No. 4 Oklahoma Freedom in Round 1 of the 2023 PBR Teams Championship. Despite three rides, the Freedom edged out the Stampede by a mere 0.5 points, 262-261.5, to send Nashville to the first Last Chance Game. In the three-way showdown, Nashville was unable to rebound, ultimately eliminated by the Missouri Thunder, ending the team's dreams of a back-to-back Championship.



## VITOR LOSNAKE

When Vitor Losnake decided to join his friend Alisson de Souza in America to compete, his little sister gave him a stuffed bull for good luck. Bearing it proudly on his back during every ride, Losnake is easily one of the most recognizable riders on tour and has garnered the love of bull riding fans everywhere. After a strong rookie campaign in both team play and individual competition, Losnake is ready to earn both an individual gold buckle and PBR Teams Championship with the Arizona Ridge Riders.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

1

### HOMETOWN

BAURU, BRAZIL

### RESIDENCE

DECATUR, TEXAS

### HEIGHT

5'2

### WEIGHT

117

### BORN

1/5/04

### RIDING HAND

LEFT

### CAREER EARNINGS

\$223,223

### HIGH-MARKED RIDE

91 POINTS ON NEXT STRAND AGAINST THE CAROLINA COWBOYS DURING THE PBR TEAM SERIES EVENT IN RIDGEDALE, MISSOURI, ON SEPTEMBER 24, 2022.



### AWARDS

- MEMBER OF THE 2023 PBR TEAMS 3RD-PLACE ARIZONA RIDGE RIDERS
- MEMBER OF THE 2022 PBR TEAMS 2ND-PLACE 2022 ARIZONA RIDGE RIDERS

### TEAMS TRANSACTIONS:

- June 2, 2022: Selected with the third pick in the Supplemental Draft by the Arizona Ridge Riders.
- February 23, 2023: Marked as a Protected Rider by the Arizona Ridge Riders.

### JOURNEY TO THE PBR:

- Vitor Losnake's biggest mentor and coach is his dad, Armando, who still competes as a saddle bronc rider in his 40s. Armando helped his son begin his career atop small steers when he was 10 years old and helped develop Losnake into an all-around cowboy, as the young Brazilian has also competed professionally as a saddle bronc rider.
- After being drafted by the Arizona Ridge Riders in June and with his father's encouragement, Losnake decided to head to the United States when he was just 18 years old, first competing at the Painted Pony Championship Rodeo in New York in July 2022. Before he left, Losnake's younger sister, Lara, gave him a stuffed bull that he has attached to his vest as a good luck charm.
- Losnake joined fellow Brazilians and friends in teammate Alisson de Souza and Co-Coach Paulo Crimber with the Ridge Riders after competing on the east coast. Crimber, who was the only rider younger than Losnake to leave Brazil for the United States back in his riding days, knows he can get the best out of the young Brazilian as he transitions into the PBR.



**CAREER IN REVIEW:****2022**

- While Losnake had never competed among the PBR ranks, he was drafted by the Arizona Ridge Riders during the 2022 Supplemental Draft, joining their reserve roster.
- Losnake began his PBR career with a bang, finishing third and second in consecutive iterations of the PBR Sunday at Cowtown summer series in early August.
- Less than a week after his runner-up result in Fort Worth, Losnake reached a crucial career milestone at the Challenger Series event in Lamar, Missouri, winning his career first event. Compliments of a double-entry, Losnake also finished eighth at the event, establishing himself as one of the most consistent riders on the Challenger Series,
- After earning an additional event win in Window Rock, Arizona, Losnake was called upon by the Ridge Riders to compete with the squad at the Carolina Cowboys' homestand in mid-September in North Carolina. A near staple in the team's roster for the remainder of the season, he rewarded them by going 6-for-14 and helping the team to a 14-13-1 record, ranked No. 5 in the league.
- At the PBR Team Series Championship in Las Vegas, the Ridge Riders defeated the Missouri Thunder in Round 1, despite Losnake being bucked off by Dagger in 3.38 seconds, before overcoming the No. 2 Texas Rattlers in the second round, thanks in part to an 89.25-point ride by Losnake on Mike's Effect.
- The Ridge Riders continued their momentum in the Semifinals defeating the Oklahoma City Freedom but finally saw their remarkable run come to an end when they were defeated by the Nashville Stampede in the championship game, finishing their inaugural season in second place. Losnake competed in both of the team's final games but failed to make the 8 in both outs.

**2023**

- As the 2023 individual season got underway, Losnake made his premier series debut in Tucson, Arizona in November, going 2-for-3 to finish eighth.
- The young Brazilian, however, was unable to make the 8 in his next three Unleash The Beast events. He was ultimately cut from the premier series and turned to the Pendleton Whisky Velocity Tour to reclaim his momentum and earn a berth back to the elite tour.
- Losnake found his form on the Velocity Tour, recording two Top-5 finishes in his first five events throughout February and March.
- The podium efforts propelled Losnake back to the premier series by March for the annual tour stop in Albuquerque, New Mexico. While Losnake was shut out in New Mexico, he began to find his footing the next weekend in Billings, Montana, going 1-for-3 to finish 14th.
- After an 11th-place finish on the premier series in Louisville, Kentucky, Losnake headed to Corpus Christi, Texas for the Velocity Tour Finals, where he went 1-for-2 and finished 16th.
- Tapped as an alternate for the 2023 PBR World Finals, Losnake was called to competition during Round 3 of the event but was unable to rise to the occasion, going 0-for-4, en route to concluding the season No. 51 in the standings.
- During the 2023 PBR Teams season, Losnake went 10-for-25 in his second season with the Arizona Ridge Riders. He helped them to a mid-season surge where they won six consecutive games and the overall event in Oklahoma City, Oklahoma. After a slump in the final month of the season, Arizona finished No. 5 in the regular season with a 13-15 record.
- During the 2023 PBR Teams Championship in Las Vegas, Arizona defeated the Carolina Cowboys, 344-265.5, in Round 1.
- In Round 2, the team went head-to-head with the No. 2 Kanas City Outlaws, and the Ridge Riders advanced to their second-consecutive Semifinals with a 160.25-86.75 upset victory.
- After falling to the eventual Champion Texas Rattlers 175.25-0 in the Semifinals, Arizona bounced back, trouncing the Missouri Thunder, 344.75-0, in the Third Place Game concluding the league's second season No. 3. In Las Vegas, Losnake went 1-for-3 during the postseason, covering Untested for 85.25 points against Missouri to help Arizona finish the season third.



## KAIDEN LOUD

A Kaufman, Texas, native, Kaiden Loud dominated the Texas High School Bull Riding Association, winning the championship in 2022 and finishing runner-up in 2023. In one of his first professional events, Loud proved his talent would carry over, winning the 2023 Tuff Hedeman Bull Riding title. His quick career start caught the eye of the Nashville Stampede, who believe the Texan is the next superstar from the Lone Star State who can help the team bring a second PBR Teams Championship to Nashville.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### HOMETOWN

KAUFMAN, TEXAS

### RESIDENCE

KAUFMAN, TEXAS

### HEIGHT WEIGHT

5'8 130

### BORN

1/22/05

### RIDING HAND

LEFT

### CAREER EARNINGS

\$28,214

### HIGH-MARKED RIDE

90 POINTS ON BOOMERANG DURING THE PBR CAMPING WORLD TEAM SERIES EVENT IN NASHVILLE, TENNESSEE, ON AUGUST 20, 2023.



### AWARDS

- 2023 PBR TEAMS SECOND-ROUND DRAFT PICK

### TEAMS TRANSACTIONS:

- May 17, 2023: Selected in the second round of the 2023 Protected Roster Draft by the Nashville Stampede.

### JOURNEY TO THE PBR:

- Growing up in Kaufman, Texas, Kaiden Loud began riding at a young age, going on to become a top competitor among the high school ranks. In 2022 he was crowned the 2022 Texas High School Bull Riding Association Champion.
- Eager to begin his professional career after turning 18, Loud traveled to New Mexico and won the Tuff Hedeman Bull Riding title in January 2023 before returning up and finishing runner-up in his quest for a second Texas High School Bull Riding Association championship.

### CAREER IN REVIEW:

#### 2023

- Based on his success throughout high school, the Nashville Stampede drafted Loud in the second round of the 2023 PBR Teams Draft ahead of the league's second season.
- Loud went 3-for-10 with the Stampede, including posting his first 90-point ride on Boomerang to defeat the Arizona Ridge Riders during the team's homestand in Nashville, Tennessee.
- The Stampede finished No. 7 in the regular season with an 11-17 record.



- As the post season began, the Nashville Stampede faced the No. 4 Oklahoma Freedom in Round 1 of the 2023 PBR Teams Championship looking to repeat their 2022 Cinderella run. Despite three rides, the Freedom edged out the Stampede by a mere 0.5 points, 262-261.5, to send Nashville to the first Last Chance Game.
- In the three-way showdown, Nashville was unable to rebound, ultimately eliminated by the Missouri Thunder despite Loud's key 89.75-point conversion aboard Ivy League, ending the team's dreams of a back-to-back Championship.
- In addition to his outs with the Stampede, Loud competed on the PBR Challenger Series, recording three Top-10 finishes across six events. After tallying two Top-15 finishes in Minot, North Dakota, courtesy of a double-entry, the young Texan had his best finish of the year in Ruidoso, New Mexico, where he was second.



## DAKOTA LOUIS

Of both Northern Cheyenne and Blackfeet descent, Dakota Louis is one of the top Native American riders in the PBR. An amiable personality yet persistent competitor, Louis began to break through in 2020, logging his best year with the organization amid a career that has spanned nearly a decade, before ascending to a new level in 2022, winning his career's first Unleash The Beast event and being signed to the Austin Gamblers for the inaugural PBR Teams season. Louis, who says he's truly living his dream of being a pro bull rider, is known to bring his young son on tour with him. Louis' story caught the attention of the producers of "The Ride" on Prime Video, and he became a featured member of the cast of the acclaimed docuseries. With his popularity surging and his stock continuing to rise, the future is bright for Louis.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

3

### HOMETOWN

BROWNING, MONTANA

### RESIDENCE

BROWNING, MONTANA

### HEIGHT WEIGHT

6-0 165

### BORN

8/9/1992

### RIDING HAND

LEFT

### CAREER EARNINGS

\$365,667

### HIGH-MARKED RIDE

91 POINTS ON DRAGO DURING THE UNLEASH THE BEAST EVENT IN BILLINGS, MONTANA ON 5/1/2022



### AWARDS

- THREE-TIME PBR GLOBAL CUP TEAM USA WOLVES QUALIFIER
- MEMBER OF THE 2022 PBR TEAMS' REGULAR-SEASON NO. 1 AUSTIN GAMBLERS

### JOURNEY TO THE PBR:

- Growing up in the Western lifestyle, Dakota Louis, and his younger brother Preston, were inspired to pursue a career in bull riding by their father Greg, a two-time Indian National Finals Champion bull rider.
- Hailing from a supportive family, Louis cites his grandmother as his biggest fan. At age eight, she took both Louis and his brother to their first PBR event, attending the annual Unleash The Beast tour stop in Billings, Montana, where 22 years later, he would win his first career premier series event.
- Louis quickly climbed the ranks in the amateur levels, twice qualifying for the National High School Finals Rodeo and finishing inside the Top 20 in both bull riding and team roping as a heeler.
- A Northern Cheyenne tribal member, and of Blackfeet descent, Louis is also a three-time Indian National Finals Champion bull rider.



**CAREER IN REVIEW:****2011-2015**

- Dakota Louis made his PBR debut in March 2011, riding at the elite Unleash The Beast event in Albuquerque, New Mexico, as the annual Native American invite. Louis went on to compete in seven additional events that season in both the United States and Canada, finishing a season-best eighth in Ponoka, Alberta at the Canadian Touring Pro Division event.
- After finding mixed success in 2012 and 2013, Louis began to find his stride in 2014.
- Riding at the April Touring Pro Division event in Lynden, Washington, Louis won his first event. Later that month, he returned to the elite tour in front of a home state crowd in Billings, Montana, recording his first eight-second effort on the Unleash The Beast and concluding the event 17th.
- Louis registered two 90-point rides in Touring Pro Division competition en route to finishing the year ranked No. 78 in the world.
- In 2015, Louis' stock continued to rise, winning two events, including his career-first on the Pendleton Whisky Velocity Tour, before finishing the year No. 63 in the world.

**2016-2019**

- In 2016, he once again concluded the year ranked No. 63 in the world. That season, Louis recorded another event win, along with an additional 12 Top-5 finishes in both the United States and Canada.
- Throughout 2017-2019, Louis was mired in a slump. The three-year span was highlighted by his return to the Unleash The Beast in 2019, riding at two tour stops, Oklahoma City and Billings.
- In 2019, Louis was selected to his first Global Cup, competing for the all-Native American Team USA Wolves at the first-ever iteration of the event on American soil.

**2020-2022**

- After nine seasons with the PBR, Louis broke through in 2020.
- Registering six Top-10 finishes through the first two months of the season, Louis was again selected to Team USA Wolves for the 2020 PBR Global Cup USA, before returning to the Unleash The Beast in late-February for the St. Louis tour stop, where he was 16th.
- In July, Louis won the Touring Pro Division event in Shipshewana, Indiana, helping to propel him to a near-permanent position on the premier series for the remainder of the season.
- Louis went on to log a Top-10 effort, finishing a then career-best seventh in Billings, Montana, before qualifying for his career-first PBR World Finals.
- Finishing 19th at the season-culminating event, Louis concluded 2020 ranked a then-career-best No. 38 in the world.
- In 2021, Louis remained a frequent presence on the elite Unleash The Beast, appearing at 18 regular season events, and logging four Top 15 efforts.
- Louis narrowly missed qualifying for his second consecutive PBR World Finals, the event's fifth alternate, ending the year No. 50 in the world.

**2022-2023**

- In 2022, Louis returned to the PBR World Finals for the second time in his career and reached a crucial career milestone in winning his first Unleash The Beast event.
- Beginning his season on the Velocity Tour, Louis found early success, winning the event in Jacksonville, Florida, and finishing second in North Charleston, South Carolina, in consecutive weeks to earn himself a consistent position on the elite Unleash The Beast.
- Logging three Top 20 finishes as the season wound to the final weeks, Louis reached new heights with his first premier series victory at the annual event in Billings. His perfect 3-for-3 showing included the high-marked ride of his career, 91 points on Drago.
- The win cemented Louis' second berth to the PBR World Finals, and he concluded the season ranked a career-best No. 29 in the world.



- After going undrafted during the inaugural PBR Teams Draft, Louis was signed as a free agent by the Austin Gamblers. The team finished the regular season No. 1 in the league but got eliminated early in the Championship tournament by the eventual Champion Nashville Stampede.
- In 2023, Louis reached the World Finals for the third time in his career and showed flashes of brilliance that put him among the best bull riders in the world.
- Louis started the year slow but had his best performance of the season in Chicago in January, finishing fourth, to climb to No. 33 in the Unleash The Beast standings.
- After struggling to find his groove, Louis concluded the season strong, finishing Top 20 in three-straight events throughout April. While he narrowly missed a direct berth to the World Finals, earning the first alternate spot, Louis got the call to compete in his third World Finals after Kaique Pacheco was unable to compete due to injury.
- Louis, however, was shut out at the PBR's 30th Anniversary World Finals, finishing his season No. 48 in the standings.
- In the final months of 2023, Louis competed at just two Challenger Series events, headlined by a 10th-place finish in Kalispell, Montana, in June.



## BRIGGS MADSEN

While Briggs Madsen has been riding since the age of 4, the resilient talent's dreams of being a professional Western sports athlete nearly crumbled 10 years later when he was temporarily paralyzed in a bronc riding accident. Madsen, however, defied the odds and was able to re-enter the chutes. Then Madsen took a voluntary leave from the sport – a two-year hiatus to serve as a missionary in South Carolina. He returned to bull riding at the age of 20 ready to make his mark. His natural aptitude for bull riding and never-quit attitude caught the eye of Oklahoma Freedom Head Coach Cord McCoy, who inked him to the team for the inaugural season of PBR Teams in 2022. Surrounded by a roster of veterans, Madsen rose to the occasion, as a starter helping the Freedom finish the campaign No. 4 in the league. Signed to the Missouri Thunder midseason in 2023, Madsen had the opportunity to compete alongside his younger brother, Kade, and the two propelled the regular-season No. 8 Thunder to a fourth-place finish at the Championship as the tournament's Cinderella team. Now part of an up-and-coming Thunder squad, Madsen is ready to pursue a gold buckle and bring a PBR Teams Championship to Missouri.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### HOMETOWN

TREMONTON, UTAH

### RESIDENCE

TEMONTON, UTAH

### HEIGHT WEIGHT

5-7 141

### BORN

12/21/1999

### RIDING HAND

RIGHT

### CAREER EARNINGS

\$127,822

### HIGH-MARKED RIDE

91.25 POINTS ON SMOOTH OVER IT DURING THE PBR TEAMS EVENT IN OKLAHOMA CITY, OKLAHOMA, AGAINST THE CAROLINA COWBOYS ON SEPTEMBER 18, 2022



### AWARDS:

- 2022 PBR TEAMS DRAFT FOURTH-ROUND PICK BY THE OKLAHOMA FREEDOM
- MEMBER OF THE 4TH-PLACE OKLAHOMA FREEDOM DURING THE 2022 PBR TEAMS SEASON
- MEMBER OF THE 4TH-PLACE MISSOURI THUNDER DURING THE 2023 PBR TEAMS SEASON

### TEAMS TRANSACTIONS:

- May 23, 2022: Selected in the fourth round of the PBR Teams Draft by the Oklahoma Freedom.
- February 15, 2023: Marked as a Protected Roster by the Oklahoma Freedom.
- September 5, 2023: Dropped by the Oklahoma Freedom.
- September 6, 2023: Signed to the Protected Roster by the Missouri Thunder



## JOURNEY TO THE PBR:

- Briggs Madsen's career began at the young age of 4 as he traversed the country with his family riding a variety of different livestock.
- At the age of 15, however, Madsen was sustained a potential career-ending injury when a bronco flipped on him in a chute in Vernal, Utah, temporarily paralyzing the young Utah native, by breaking several vertebrae in his back.
- After being told he would never walk again, Madsen defied the odds. He began the long road to recovery, relearning how to walk, then run, and finally, to ride again within two years by the age of 17.
- Madsen then took a two-year hiatus from riding to serve as a missionary for the Church of Latter-Day Saints in South Carolina, before returning to riding at the age of 20.
- He began his career with the PBR competing at Touring Pro Division and Velocity Tour events, in order to save up money to buy his own plot of land. In the process, Madsen caught the eye of Oklahoma Freedom Head Coach Cord McCoy, who drafted him in the fourth round of the inaugural PBR Teams Draft.

## CAREER IN REVIEW:

### 2021-2023:

- After making his PBR debut in 2021 at the PBR Touring Pro Division event held in tandem with the iconic Days of '47 Rodeo in Salt Lake City, Utah, Madsen returned to the arena nearly one year later with a bang, winning his first career PBR event in his home state of Utah, topping the field at the Touring Pro Division event in Ivins in April.
- A month later, Madsen was selected in the fourth round of the inaugural PBR Teams Draft by the Oklahoma Freedom and proved to be a valuable draft pick, going 7-for-21 under Head Coach Cord McCoy during the regular season, helping the Freedom advance to the first PBR Teams Championship No. 3 in the league with a 16-12 record.
- During the team's season-high eight-game win streak, Madsen posted a career-high 91.25 points atop Smooth Over It, the rookie's first career 90-point PBR ride, to help beat the Carolina Cowboys at the Freedom's first homestand. The game win helped the Freedom become the first team to win their inaugural homestand.
- When the PBR Teams Championship got underway, the Oklahoma Freedom fell to the Nashville Stampede in Round 1, but then rebounded in the Last Chance Game against the Kansas City Outlaws and Missouri Thunder to keep their championship hopes alive, with Madsen delivering a clutch 87.25-point ride on Uncle Gangster. The Freedom continued their momentum in Round 2, eliminating the Carolina Cowboys, before falling to the Arizona Ridge Riders in the Semifinals. In the last game of the season, the Freedom were bested by the Texas Rattlers in the Third-Place game, concluding the first PBR Teams season fourth in the league.
- As the 2023 season got underway, Madsen's first individual Unleash The Beast campaign was cut short. In December while riding in Minneapolis, Madsen broke his foot, sidelining him until April.
- Despite a late-season push in both Everett and Tacoma, Washington, Madsen fell short of qualifying for his first World Finals, concluding the season ranked No. 60 in the elite tour standings.
- While Madsen began the 2023 PBR Teams season with the Oklahoma Freedom, he was unable to find his groove. After being dropped by the Freedom on September 5, the Missouri Thunder inked Madsen to a new contract the very next day. Competing alongside his younger brother Kade, Madsen rebounded, going 3-for-9 for the Thunder during the regular season as the team delivered an 8-20 record, advancing to the postseason No. 8 in the league.
- At the 2023 PBR Teams Championship, the Thunder proved their resilience. After falling to the eventual champion Texas Rattlers, 174-84.5, in Round 1, Missouri rallied and won the first Last Chance Game to advance to Round 2 of the progressive elimination tournament for the first time in team history.
- As competition continued in Round 2, the Thunder were barely edged by the regular season No. 1 Austin Gamblers but made PBR Teams Championship history by also winning the second



Last Chance Game to advance to the Semifinals where they would again play the No. 1 Austin Gamblers, yet another first for the league.

- In the Semifinals, after establishing an early two-ride lead, the Thunder were defeated in walk-off form, eliminated on the final out, 256-172, before being shut out by PBR's world-class bull power in the Third Place Game against the Arizona Ridge Riders. The Thunder ultimately concluded the 2023 season No. 4 in the league. Madsen appeared in each game for the team, but failed to convert in each of his outs.



## KADE MADSEN

Hailing from a rodeo family, Kade Madsen grew up on the back of a steer, following in the footsteps of his older brother, and now teammate on the Missouri Thunder, Briggs Madsen. One of the sport's brightest up-and-coming talents, Madsen won the 2021 and 2023 Lane Frost Bull Riders Challenge, one of bull riding's top stand-alone events held every January in Utah featuring the world's Top 50 riders. Proving that performance was no fluke, Madsen joined the PBR in April 2023 and won his second event with the organization, logging a mammoth 90-point ride in the Touring Pro Division event's championship round. Impressed by his clutch performances, the Missouri Thunder drafted Madsen in the first round of the 2023 PBR Teams Draft, a decision which proved dividends. While the Thunder concluded the regular-season last in the league, Madsen helped lead the Thunder to a near Cinderella-run through the PBR Teams Championship, ultimately concluding the league's second season No. 4. Madsen's career, however, will now take a pause as he takes a two-year leave of absence to serve as a missionary.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### HOMETOWN

HONEYVILLE, UTAH

### RESIDENCE

HONEYVILLE, UTAH

### HEIGHT WEIGHT

5'7 145

### BORN

4/22/05

### RIDING HAND

LEFT

### CAREER EARNINGS

\$69,422

### HIGH-MARKED RIDE

90 POINTS ON NO CIGAR AT THE PBR TEAMS CHAMPIONSHIP IN LAS VEGAS, NEVADA, ON OCTOBER 21, 2023.



### AWARDS:

- 2023 PBR TEAMS FIRST-ROUND DRAFT PICK
- MEMBER OF THE 4TH-PLACE MISSOURI THUNDER DURING THE 2023 PBR TEAMS SEASON

### TEAMS TRANSACTIONS:

- May 17, 2023: Selected in the first round of the Protected Roster Draft by the Missouri Thunder.

### JOURNEY TO THE PBR:

- Brother of the Missouri Thunder teammate Briggs Madsen, Kade learned to ride at an early age atop a variety of livestock while he traveled across the country with his family.
- In 2021 at the annual Lane Frost Bull Riders Challenge in Vernal, Utah, one of the premier bull riding events in his home state, Madsen stood a spur above the rest. The Utahn wowed the crowd by capping his victory with a 90-point ride in the championship round. Returning in 2023 to face off against the Top 50 Bull Riders Challenge competitors, Madsen once again stood tall, becoming the first rider in history to win the event twice.



**CAREER IN REVIEW:****2023**

- Kade Madsen made his PBR debut at the PBR Teams Combine Series Championship in late April in Fort Worth, Texas. Madsen earned an invite to the event after wowing at the Bowie, Texas combine.
- While he was shut out, Madsen quickly rebounded, traveling to Perry, Georgia the next day to compete in the Touring Pro Division's Heart of Georgia Shootout. Going 2-for-3, punctuated with a monstrous 90.5-point ride on Shazam, Madsen won the event.
- The Missouri Thunder saw the potential in the younger Madsen brother and selected him in the first round of the 2023 PBR Teams Draft.
- Madsen had a strong rookie campaign with the Thunder, leading the team in rides and going 7-for-24 during the regular season, including a 2-for-3 performance at the Thunder's homestand in Ridgedale, Missouri, in September that included a game-winning 90-point ride on Lapua that helped the Thunder upset the eventual event winning Texas Rattlers.
- After a rocky regular season, the Thunder finished the campaign No. 8 in the league with an 8-20 record.
- In Las Vegas, after falling to the eventual Champion Texas Rattlers, 174-84.5, in Round 1 of the 2023 PBR Teams Championship, Missouri rallied and won the first Last Chance Game, in part due to Madsen's 86.75-point ride on Chiseled. Via the win, which eliminated the No. 6 Carolina Cowboys and No. 7 Nashville Stampede, the Thunder advanced to Round 2 of the tournament for the first time in team history.
- As game play continued in Round 2, the Thunder were barely edged by the regular season No. 1 Austin Gamblers, 177.75-174.75, despite another 86.75-point ride by Madsen on Pickle Moonshine. Now on fire, the young Madsen put on a show in the second Last Chance Game, topping No Cigar for a monstrous 90 points to help keep the Thunder's championship hopes alive. Via the win, which sent the No. 2 Kansas City Outlaws and No. 4 Oklahoma Freedom home, Missouri earned the final berth to the Semifinals.
- In a PBR Teams Championship first, Missouri squared off against the Austin Gamblers for a second time. After jumping to an early two-ride lead, including Madsen's 83-point effort on Safety Meeting, the Thunder were unable to hang on, defeated in walk-off form as they were eliminated on the final out, 256-172, by the Gamblers. The Thunder's tournament then concluded in the Third-Place game as they fell 344.75-0 to the Arizona Ridge Riders.



## MARCUS MAST

Indiana cowboy Marcus Mast was perhaps the biggest surprise of the 2022 PBR Teams' season. Mast, whose love for the sport was sparked by his exposure to livestock growing up on an Amish farm in the Midwest, had spent most of his more than decade-long professional career trying to make it to and stay on the elite Unleash The Beast, finally qualifying for the World Finals in 2020. Joining the Kansas City Outlaws in 2022, Mast took the advice of Coach J.W. Hart to heart, losing 23 pounds to transform his body and make himself a different bull rider. While other free agents stepped up for their respective squads, Mast led his in qualified rides (16-for-31 | 51.6%), becoming the Outlaws' go-to rider. The invigorated, lean and focused contender, who was ranked No. 131 at the end of the 2022 Unleash The Beast season, finished a stunning third in the MVP race in 2022. Competing outside the PBR during the offseason in June of 2023, Mast sustained a grizzly injury when he had his throat stepped on and torn open. Amazingly, the veteran made a full recovery to return for the league's second season. Now an established rider for the Outlaws, the resilient Mast has his eyes set on a gold buckle and bringing a PBR Teams Championship to Kansas City.

### PHOTOS

(COURTESY ANDY WATSON/BULL STOCK MEDIA)

#### WORLD FINALS APPEARANCES

2

#### HOMETOWN

MIDDLEBURY, INDIANA

#### RESIDENCE

MIDDLEBURY, INDIANA

#### HEIGHT WEIGHT

5-5 155

#### BORN

7/24/1990

#### RIDING HAND

LEFT

#### CAREER EARNINGS

\$172,999

#### HIGH-MARKED RIDE

90 POINTS ON HOKA HEY AT THE PBR TEAMS EVENT IN KANSAS CITY, MISSOURI ON AUGUST 5, 2023.



#### AWARDS:

- MEMBER OF THE 2023 PBR TEAMS REGULAR SEASON NO. 2 KANSAS CITY OUTLAWS
- TEAMS TRANSACTIONS:
- MAY 24, 2022: SIGNED AS A FREE AGENT BY THE KANSAS CITY OUTLAWS.
- JULY 16, 2022: MARKED AS A PROTECTED RIDER BY THE KANSAS CITY OUTLAWS.
- FEBRUARY 21, 2023: MARKED AS A PROTECTED ROSTER BY THE KANSAS CITY OUTLAWS.

### JOURNEY TO THE PBR:

- Growing up on an Amish farm, Marcus Mast has been surrounded by livestock from a young age.
- At the age of seven, Mast first became intrigued by bull riding when a family friend exposed him to the sport.
- Immediately drawn to bull riding, Mast, who left the Amish community at the age of 16, began to pursue a career in this sport, making his PBR debut in 2013. Mast, however, didn't begin a consistent pursuit of the sport until 17, a late start compared to most. He began his competitive career at age 18 when he started to enter jackpot bull ridings across Ohio.
- While pursuing his own career, Mast had already begun to give back, serving as a coach for up-and-coming talents from his local area, including Kevin Wickey whom he narrowly edged for the 2017 Mid-States Rodeo Association Championship.



**CAREER IN REVIEW:****2013-2018:**

- In June 2013, Marcus Mast made his PBR debut, competing at the Touring Pro Division event in Guthrie, Oklahoma.
- Mast wouldn't return to league events until 2015, when he competed in six different events and logged two Top-10 efforts. His best finish of the year came at his season debut, finishing fifth at the Touring Pro Division event in Madison, Wisconsin.
- Throughout 2016 and 2017, Mast struggled to find momentum, recording a total of two Top-10 finishes in the two seasons.
- In 2018, however, Mast's stock began to rise, finishing just outside the world's Top 100, twice finishing runner-up in the Touring Pro Division.

**2019-2020:**

- In 2019, Mast reached new career heights. At his first event of the new year, Mast earned his career-first PBR victory, topping the event field in Rainsville, Alabama.
- Mast went on to notch two Top-5 finishes on the Pendleton Whisky Velocity Tour before earning his first berth to the elite Unleash The Beast in March in Little Rock, Arkansas.
- Briefly returning to the Velocity Tour, Mast was back on the elite tour by month's end, stringing together three events where he registered qualified rides, headlined by a 13th-place finish at the three-day tour stop in Sioux Falls, South Dakota.
- Mast's season concluded just short of the World Finals, finishing a then career-best No. 54 in the world.
- In 2020, the Indiana native's momentum continued to roll: he notched two Top-10 finishes on the elite Unleash The Beast, including a ninth-place result in Guthrie, Oklahoma, and his season ended with a career-first appearance at the PBR World Finals.
- Mast concluded the year a career-best No. 45 in the world.

**2021-22:**

- In 2021, Mast competed at five UTB events. His best elite series showing was finishing eighth in Manchester, NH. His season was highlighted by winning the Touring Pro Division event in Lebanon, MO in early April, finishing third at the Pendleton Whisky Velocity Tour event in Lexington, KY in mid-February, and notching a fifth-place finish at the Touring Pro event in Paris, TN in July.
- Mast's 2021 campaign, however, was limited after sustaining a shoulder injury in the spring which sidelined him throughout the season.
- In 2022, Mast's individual season included nine Velocity Tour events, where he logged two Top 10 efforts.
- Mast was ranked No. 131 at the end of the 2022 Unleash The Beast season when he signed as a free agent with the Kansas City Outlaws in the PBR Camping World Team Series. After losing 23 pounds to transform his body, Mast became the Outlaws' go-to rider, leading the team in qualified rides (16-for-31, 51.6%).
- He finished a stunning third in the PBR Teams MVP race, showing he could be a legitimate 2023 World title contender, helping the Outlaws to a 12-16 regular season record. During the PBR Teams Championship in Las Vegas, Kansas City fell to the Carolina Cowboys in Round 1 before being eliminated from championship contention by the Oklahoma Freedom in the first Last Chance Game.
- In addition to his accomplishments on PBR Teams, Mast also competed in 10 Challenger Series events, going 2-for-2 to win a July event in front of his home-state fans in Shipshewana, Indiana.

**2023:**

- Building on his PBR Teams success, Mast had a career year in 2023, finishing inside the Top 40 of the standings for the first time in his career and competing at his second World Finals.
- Logging three Top 15 finishes in his first five events, Mast quickly moved into the No. 32 spot in



the Unleash The Beast standings by the end of January.

- The Indianan was a staple on the premier series with three additional Top 15 finishes, including a season-best seventh-place finish in Albuquerque, New Mexico, keeping him inside the Top 40 at No. 35 in the standings by mid-March.
- While he only recorded one additional Top-20 finish during the remainder of the regular season, he qualified to compete at his second World Finals.
- Despite being bucked off in his first four outs, Mast rallied to record a ride in Round 5 of the PBR's 30th Anniversary World Finals, going a combined 1-for-7 to tie for 19th at the sport's most prestigious event. Mast ended the 2023 individual season a career-best No. 37 in the standings.
- Competing outside the PBR during the offseason in June prior to the return of PBR Teams, Mast sustained a grizzly injury when he had his throat stepped on and torn open. Amazingly, the resilient veteran made a full recovery to return for the league's second season, returning to the lineup for the Kansas City Outlaws.
- Looking to repeat his stellar 2022 campaign, Mast went 4-for-11 for the Outlaws, including recording his career-first 90-point ride, marked 90 points aboard Hoka Hey in Extra Outs to propel the Outlaws to victory at their Kansas City homestand in August. Unfortunately, Mast had his season cut short when he broke his L1 vertebrae after being bucked off Washita Red in Austin, Texas in late August. Despite not having Mast, the Outlaws finished the regular season No. 2 with an 18-10 record, securing a first-round bye heading into the PBR Teams Championship. In addition to their homestand, the Outlaws won two more Teams events, leading the charge in Nashville and Glendale, Arizona.
- In Round 2 in Las Vegas for the 2023 PBR Teams Championship, Kansas City stumbled against the No. 5 Arizona Ridge Riders, 160.25-86.75, and the team was unable to rally in the second Last Chance Game, falling to the Missouri Thunder as their season came to an end.



## BOB MITCHELL

Frequently boasting a contagious smile, Bob Mitchell's good-natured demeanor belies a fierce competitor who wants to win, be that riding a bull or kicking around a hacky sack. The Ohio native began bull riding at the age of 11 after his family moved to Missouri and he became fascinated with the idea of staying atop an 1,800-pound animal athlete, so with the help of his brother-in-law, he taught himself how to ride. The 2022 PBR Rookie of the Year, Mitchell now has his eyes set on an individual gold buckle and leading his home state Kansas City Outlaws to a PBR Teams Championship.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

1

### HOMETOWN

SOMERSET, OHIO

### RESIDENCE

STEELVILLE, MISSOURI

### HEIGHT

6'0

### WEIGHT

170

### BORN

10/10/2002

### RIDING HAND

RIGHT

### CAREER EARNINGS

\$198,366

### HIGH-MARKED RIDE

90.25 POINTS ON TOP SHELF DURING THE 15/15 BUCKING BATTLE IN BILLINGS, MONTANA, ON APRIL 30, 2022



### AWARDS

- 2022 PBR ROOKIE OF THE YEAR
- 2022 PBR TEAMS DRAFT FOURTH-ROUND PICK BY THE KANSAS CITY OUTLAWS
- MEMBER OF THE 2023 PBR TEAMS REGULAR SEASON NO. 2 KANSAS CITY OUTLAWS

### TEAMS TRANSACTIONS

- May 23, 2022: Selected in the fourth round of the PBR Teams Draft by the Kansas City Outlaws.
- February 21, 2023: Marked as a Protected Rider by the Kansas City Outlaws.
- September 12, 2023: Demoted to the Reserve Roster.

### JOURNEY TO THE PBR:

- Mitchell began riding at the age of 11 after his brother-in-law, Matt, introduced him to the sport. Growing up on an Angus farm in Missouri, Mitchell quickly moved from a stationary barrel to mini-cows and finally competing in youth rodeos throughout the state of Missouri.
- Before joining the PBR, Mitchell competed for the Missouri Rodeo Cowboys Association, Amped Up, and the United Rodeo Association.



**CAREER IN REVIEW:****2021**

- Mitchell burst into the PBR's Touring Pro Division and the Velocity Tour, placing in the Top 15 in his first three events throughout April 2021.
- Steadily finding his groove among stiffer competition, Mitchell had five Top 10 finishes throughout the season but was unable to record a ride at the Velocity Tour Finals and finished the season outside the Top 30.

**2022**

- Mitchell broke through in 2022 and exploded onto the premier series, winning PBR Rookie of the Year honor and finishing a career-best No. 22 in the world.
- Mitchell began the season with four consecutive Top 15 finishes on the Velocity Tour, earning his first berth to compete on the elite Unleash The Beast in late January in Sacramento, California, where he rode to a fifth-place finish.
- Mitchell remained red-hot on the top tour, logging a qualified ride in seven of his next eight Unleash The Beast appearances with four Top 10 finishes. The string of successes propelled him to No. 17 in the world.
- Despite battling a shoulder injury, Mitchell finished second in the 15/15 Bucking Battle in Billings, Montana, just his third career appearance in the special round, thanks to his first 90-point ride on PBR's elite tour, scored 90.25 points aboard Top Shelf.
- Following a sixth-place finish at the 2022 Velocity Tour Finals, Mitchell began his career-first World Finals ranked No. 19 in the world with a narrow lead for Rookie of the Year honor. Going 1-for-7 to finish 24th at the first World Finals in Fort Worth, Mitchell did just enough to clinch the Rookie of the Year honor.
- One day after the individual season ended, Mitchell was selected by the Kansas City Outlaws in the fourth round of the 2022 Teams Draft, and rewarded them with a solid season, going 9-for-24. Under Head Coach J. W. Hart, the Kansas City Outlaws finished with a 12-16 record entering the first PBR Teams Championship in Las Vegas as the No. 7 team in the league.
- Once inside T-Mobile Arena for the final games of the year, Mitchell and the Outlaws fell to the Carolina Cowboys in Round 1 and were then eliminated from championship contention by the Oklahoma Freedom in the first Last Chance Game.

**2023**

- Mitchell launched his sophomore campaign in 2023 in solid form, finishing eighth in St. Louis, Missouri, in just the second event of the new season. He then tacked on a season-best third-place finish at Madison Square Garden in New York City the first weekend of January, rising to No. 16 in the Unleash The Beast standings.
- After another Top-10 finish in Duluth, Georgia, Mitchell seemed primed to build on his Rookie of the Year-winning campaign, but his season was cut short in February, when he suffered an ACL tear that required surgery, sidelining him for the remainder of the premier series tour season.
- In his second season with the Kansas City Outlaws, Mitchell went 3-for-12 as he worked to get back to top form after recovering from his torn ACL. The Outlaws finished the regular season No. 2 in the league with an 18-10 record, earning one of the coveted first-round byes at the 2023 PBR Teams Championship in Las Vegas. Their season was headlined by three events, including their homestand in Kansas City, Missouri, in addition to leading the field in Nashville and Glendale, Arizona.
- Under the bright lights of the league's elimination playoffs, Kansas City stumbled against the No. 5 Arizona Ridge Riders, 160.25-86.75, in Round 2, and the team was unable to rally in the second Last Chance Game, falling to the Missouri Thunder to end their season. Mitchell was tapped to ride in the Round 2 showdown against Arizona but was bested by Kid Knapper in 2.73 seconds.
- Mitchell also competed on the Challenger Series alongside his outs with the Outlaws. After notching just one ride in his first three events, the good-natured cowboy found his groove in September and October, tallying two Top-10 finishes highlighted by an event win in Minot, North Dakota.
- At the 2023 PBR Challenger Series Championship in Las Vegas, held the day prior to the Teams Championship, Mitchell showed he had found the form that won him the 2022 Rookie of the Year title, going a perfect 2-for-2 and finishing second, just 3.5 points short of winning the event.



## EZEKIEL MITCHELL

Ezekiel “Blue” Mitchell may be the only professional bull rider to have learned the sport on YouTube. Despite his unique path to the PBR, Mitchell has become a mainstay on the world’s top bull riding tour, finishing inside the world’s Top 30 four times, and playing a key role for the Austin Gamblers in the PBR Teams league. A star of the PBR docuseries “The Ride” on Prime Video, he is known for his colorfully engaging personality, sense of style, covered by the likes of GQ, and million-dollar smile. While Mitchell is a burgeoning star who may be the latest cowboy crossing over into the mainstream, what he’s really looking to add to his wardrobe is a gold buckle.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

5

### HOMETOWN

ROCKDALE, TEXAS

### RESIDENCE

BAYTOWN, TEXAS

### HEIGHT WEIGHT

6-0 155

### BORN

5/16/98

### RIDING HAND

RIGHT

### CAREER EARNINGS

508,639

### HIGH-MARKED RIDE

93 POINTS ON SMOOTH OPERATOR IN ARCADIA, FLORIDA, ON JANUARY 23, 2021



### AWARDS

- MEMBER OF THE 2022 AND 2023 PBR TEAMS REGULAR SEASON NO. 1 AUSTIN GAMBLERS
- 2017 TOURING PRO DIVISION CHAMPION

### TEAMS TRANSACTIONS

- May 25, 2022: Signed as a free agent by the Austin Gamblers.
- February 26, 2023: Marked as a Protected Rider by the Austin Gamblers.

### JOURNEY TO THE PBR:

- Unlike most PBR bull riders, Mitchell didn’t get on any animals as a child; instead, he was exposed to the sport by his father who was an equine dentist traversing various rodeo circuits.
- Mitchell, who also participated in high school track and football, began his career by watching YouTube videos. He studied top rides, made a drop barrel for practice, attempted his first bull at the age of 16 and then began entering junior rodeos in Texas.
- Mitchell competed in junior rodeo before moving onto several amateur bull riding leagues. In high school, he qualified for the 2015 Texas High School Rodeo Association State Finals.



- He then competed on the college circuit while attending Hill College in Texas and earned an associate degree in welding. While in college, he competed in bareback riding on the school's rodeo team.
- He is a two-time qualifier of the National Intercollegiate Rodeo Association (NIRA) Finals and a two-time Southern Region NIRA Champion.
- Since breaking onto the PBR's premier series, Mitchell's story has drawn global attention, including the Snap Chat docuseries "Life by the Horns" as well as the Prime Video reality docuseries "The Ride".

## CAREER IN REVIEW:

### 2016-2017:

- Mitchell made his PBR debut at a Touring Pro Division event on March 19, 2016, in San Antonio, Texas where he went 1-for-2 to finish fourth.
- From there, his successes multiplied and in 2017, the Texan won the first event of his career at the Touring Pro Division stop in Fredericksburg, Texas, and was also crowned the season's Touring Pro Division Champion.

### 2018-2019:

- While Mitchell's winning ways continued in 2018, victorious at two additional PBR events, he established himself as a rider to watch during the 2019 season.
- Mitchell captured his first Pendleton Whisky Velocity Tour win in Ontario, California, briefly holding the world No. 1 ranking, and earning a berth to the elite Unleash The Beast in New York City.
- While Mitchell recorded a 10th and 13th-place finish on the sport's elite level in St. Louis and Los Angeles, respectively, his breakthrough came in March in Duluth, Georgia, in delivering his first 3-for-3 premier series performance to finish a career-high second, climbing more than 20 positions in the world rankings to No. 10.
- He recorded another second-place result on the Unleash The Beast in Springfield, Missouri, and concluded 2019 by qualifying for his first PBR World Finals where he went 2-for-6 to finish 16th.
- Mitchell concluded the year a career-best No. 15 in the world.

### 2020:

- With his momentum continuing into the new season, Mitchell proved he could put up big rides in 2020.
- In August at the elite Unleash The Beast event in Bismarck, North Dakota, he recorded his career-first 90-point ride, marked 90 points on Good Night Robicheaux. The next weekend in Guthrie, Oklahoma, Mitchell recorded his career-best 90.25 points on Zorro.
- Mitchell concluded 2020 with his second career qualification to the PBR World Finals where he finished 25th, ending the season No. 18 in the world.

### 2021:

- Mitchell began the 2021 campaign with a bang. At the second elite tour event of the new year in Arcadia, Florida, he rode two-time YETI PBR World Champion Bull Smooth Operator for a career-best 93 points.
- As the first half continued, Mitchell registered three Top-10 finishes leading into the summer break. Seeking crucial world points throughout the summer on the Touring Pro Division and Pendleton Whisky Velocity Tour, he won two events across all levels of competition before the elite Unleash The Beast returned to action.
- At year's end, Mitchell finished fourth at the Pendleton Whisky Velocity Tour Finals, before registering a 30th-place result at the 2021 PBR World Finals.

### 2022-2023:

- In 2022, Mitchell registered his first Top 10 finish of the season in January at the tour stop in Chicago, placing eighth to rise to No. 23 in the world.



- Despite struggling with consistency, the affable Texan returned to the top of the leaderboard in late February when he finished sixth in Los Angeles. He delivered a second sixth-place finish that season in April in Everett, Washington.
- Mitchell's individual season concluded at the World Finals where he went 2-for-7 to finish 19th, with a world No. 33 rank.
- As the PBR Teams season got underway, Mitchell was signed by the Austin Gamblers on May 25 as a free agent, and he proved to be a valuable addition to Head Coach Michael Gaffney's squad. Most often leading off the games, he went 9-for-24 during the regular season.
- The Gamblers went 16-12 to conclude the regular season No. 1 in the league standings, earning a bye through Round 1 of the season-ending tournament in Las Vegas.
- The team, however, was unable to carry their success into the playoffs, beaten by the Nashville Stampede in Round 2, and unable to rally past the Texas Rattlers and Carolina Cowboys in the second Last Chance Game.
- During the 2023 individual season, Mitchell once again finished inside the Top 30, concluding the year ranked No. 29 in the standings in his fifth full premier series season.
- The vivacious Texan had a slow start to the season but started to find his groove at the beginning of the new calendar year, riding to four consecutive Top 20 finishes to climb to No. 28 in the Unleash The Beast standings by mid-January.
- After another hot-and-cold stretch, Mitchell had his best performance of the season in Nampa, Idaho, where he finished third to rise to No. 25 in the standings in April. After a less-than-ideal end to the season, Mitchell qualified to his fifth career PBR World Finals ranked No. 27.
- At the PBR's 30th Anniversary World Finals, Mitchell went 1-for-7 and finished tied for 25th, concluding the individual season No. 29 in the Unleash The Beast standings.
- Mitchell went 2-for-12 to help the Austin Gamblers repeat as regular-season Champions in the PBR Teams league and secure a first-round bye at the 2023 PBR Teams Championship. During the regular season, Austin won a league-best four events in Cheyenne, Wyoming, Anaheim, California, Austin, Texas, and Greensboro, North Carolina, en route to a 19-9 record, the most wins in a single season in PBR Teams' history. During the team's homestand victory, Mitchell delivered a memorable 90-point ride atop Preachers Kid to cement their win against the Oklahoma Freedom.
- Under Head Coach Michael Gaffney, the Gamblers dispatched the Missouri Thunder in walk-off form, 177.75 - 174.75, in Round 2 of the PBR Teams Championship to advance to the Semifinals.
- In a PBR Teams Championship first, the Austin Gamblers had to face the Missouri Thunder a second time after the league No. 8 team won the second Last Chance Game. After falling behind by two ride scores early, the Gamblers battled back, winning the game on the final out, 256-172.
- Advancing to the team's first Championship Game, the Gamblers posted three rides, but it wasn't enough to take down the red-hot Texas Rattlers, who won 355.25-265.25.



## CLAUDIO MONTANHA JR.

One of the stalwart bull riding stars to emerge from Brazil, Claudio Montanha Jr. has been a consistent force on the PBR's premier series since making his debut in the United States in 2017. Despite not beginning his career until his teen years, Montanha's natural aptitude for the sport is undeniable. Recognizing his skill, the Austin Gamblers took Montanha in the fourth round of the inaugural PBR Teams Draft in 2022. After missing the entire 2023 PBR Teams season with a broken arm, the resilient Montanha is ready to make another run at a gold buckle and bring a PBR Teams Championship to Austin.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

7

### TEAM AFFILIATION

AUSTIN GAMBLERS

### RESIDENCE

DECATUR, TEXAS

### HEIGHT WEIGHT

5-7 150

### BORN

52/89

### RIDING HAND

RGHT

### CAREER EARNINGS

895,287

### HIGH-MARKED RIDE

90.75 POINTS ON ACTING  
CRAZY IN COLUMBUS, OHIO ON  
APRIL 29, 2018



### AWARDS

- THREE-TIME PBR GLOBAL CUP TEAM BRAZIL QUALIFIER (2018-2020)
- TWO-TIME PBR GLOBAL CUP CHAMPION (2018-2019)
- 2022 PBR TEAMS FOURTH-ROUND DRAFT PICK
- MEMBER OF THE 2022 PBR TEAMS REGULAR SEASON NO. 1 AUSTIN GAMBLERS
- MEMBER OF THE 2023 PBR TEAMS REGULAR SEASON NO. 1 AND PBR TEAMS CHAMPIONS RUNNER-UP AUSTIN GAMBLERS

### JOURNEY TO THE PBR:

- Unlike many riders, Claudio Montanha Jr. came to the sport of bull riding later in life; but that hasn't stopped the Brazilian from mounting a successful career on the sport's elite Unleash The Beast and now in PBR Teams.
- Montanha began riding at 16 and competed in his first rodeo in his home country of Brazil at the age of 19.



**CAREER IN REVIEW:****2014-2016**

- While he rode on various other circuits, Montanha didn't make his debut on the Brazilian Touring Pro Division until 2014, earning his first PBR buckle just three events later.
- Montanha went on to log 14 Top 10 finishes before travelling north to compete in events in the United States in 2017.
- Aside from the PBR accomplishments he has earned in Brazil, Montanha also won a national title with the Liga Nacional de Rodeio and won the famed Barretos Rodeo in 2016.

**2017**

- In 2017, as he competed in just his fifth event in the United States, and fourth event on the Pendleton Whisky Velocity Tour, Montanha emerged victorious in Youngstown, Ohio, going 3-for-3.
- After one month competing on the Velocity Tour, where he went 7-for-12, Montanha made his debut on PBR's elite Unleash The Beast in February, finishing fifth in Kansas City, Missouri, delivering another 3-for-3 outing.
- The Brazilian was a staple at premier events the remainder of the season, leading him to be a top contender for the year's Rookie of the Year title.
- Riding a hot streak into his first-ever PBR World Finals, earning second and third place finishes at the final two regular-season events of 2017, Montanha ended the year No. 13 in the world.

**2018-2019**

- Montanha continued the momentum into 2018, logging numerous additional career firsts.
- The powerhouse Brazilian earned his first career premier series victory in March in Duluth, Georgia, and was back on top of the Can-Am cage in Billings, Montana, one month later.
- Capping the season with a tenth-place finish at his second PBR World Finals, Montanha concluded the season a career-high No. 4 in the world.
- Montanha also made his PBR Global Cup debut in 2018, going a perfect 2-for-2 in Sydney, Australia. His flawless performance was crucial to Team Brazil's first-ever win at the international, team-formatted event.
- While his 2019 season took a different trajectory, Montanha qualified for the PBR World Finals for the third time, finishing the season No. 21 in the world.
- Among the year's highlights included his win on the elite Unleash The Beast in Columbus, Ohio, and second-consecutive selection to Team Brazil, where the South American nation became the first ever back-to-back Champions at the debut PBR Global Cup on American soil.

**2020-2021**

- Despite missing a portion of the season after returning home to Brazil at the onset of the COVID-19 (coronavirus) pandemic, Montanha earned his fourth consecutive qualification to the PBR World Finals and finished No. 32 in the world.
- In 2020, Montanha again competed as a member of Team Brazil for the PBR Global Cup USA where his contingent finished third.
- During the 2021 season, Montanha mounted a campaign that resulted in his best year-end finish since 2018, concluding the year ranked No. 19.
- His highlight efforts throughout the year included his fourth career victory on the Unleash The Beast, winning in late October in Greensboro, North Carolina, and his first 90-point ride since 2018, covering Bad Bet for 90.5 points in early August in Little Rock, Arkansas.

**2022**

- Despite a down year by his lofty standards, Montanha qualified for the 2022 World Finals and finished inside the Top 35 for the sixth straight season.
- Starting strong, the Brazilian cowboy finished sixth at the first event of the season in January in



Indianapolis. He recorded two additional Top-10 finishes through February, beginning the March run of events ranked No. 22 in the world.

- The veteran posted four more Top-20 finishes across the next few months and entered his sixth-straight World Finals ranked No. 32 in the world. After being shut out in Fort Worth, Texas, at the sport's most prestigious event, he concluded the year ranked No. 35.
- The Austin Gamblers selected Montanha in the fourth round of the inaugural PBR Teams Draft in May 2022. He went 1-for-6, with his lone ride coming on HomeBru for 86.25 points in Cheyenne, Wyoming, in July. The Gamblers won back-to-back events in Anaheim, California, and Nashville, Tennessee, in August and finished the regular season No. 1 with a 16-12 record, earning a first-round bye at the first PBR Teams Championship.
- In Las Vegas, the Gamblers fell to the eventual champion Nashville Stampede in Round 2 before being eliminated from championship contention by the Texas Rattlers in the second Last Chance Game.

## 2023

- After a rare down year for the veteran, the Brazilian began the 2023 season competing on the Pendleton Whisky Velocity Tour in search of his top form. He tallied three consecutive Top-10 finishes in January to punch his ticket back to the premier series.
- Shut out in his first event back on the top tour, Montanha returned to the Velocity Tour and again put together three-straight Top-10 finishes, culminating with an event win in Hampton, Virginia, in February.
- He returned to the elite Unleash The Beast in March but was again unable to make the 8.
- Montanha posted three additional Top-10 finishes on the Velocity Tour in April ahead of the Velocity Tour Finals in Corpus Christi, Texas. In search of his seventh-straight World Finals qualification, the veteran covered High Hopes for 86.25 points in Round 1. While he was bucked off in his last two outs, he finished 10th at the Velocity Tour Finals and second in the Velocity Global standings to earn a trip to the PBR's 30th Anniversary World Finals in Fort Worth, Texas, where he was shut out.
- Montanha then returned to Brazil and finished Top-15 in two events in Americana, Brazil, in June before returning to the United States.
- Back on American soil, the veteran competed on the Challenger Series in July. However, Montanha had his 2023 PBR Teams season cut short before it even began after breaking his arm in Fort Worth, Texas in early July.
- The resilient veteran returned to the Challenger Series in October, but he was unable to make the 8 in his two events before season's end.



## BRADY OLESON

After reclaiming his life as he struggled with alcohol addiction, Brady Oleson returned to the sport he loved in 2022, quickly finding his groove and reaching many career milestones as a professional bull rider. Oleson qualified for his career-first PBR World Finals at season's end in May 2022, where he won Round 1 with his career-best ride score and then was drafted by the Texas Rattlers for the inaugural PBR Teams season. After finishing third in 2022, Oleson and the Rattlers crested the mountaintop the following season, crowned the 2023 PBR Teams Champions. Now Oleson is focused on winning the coveted individual PBR World championship

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

1

### HOMETOWN

BLACKFOOT, IDAHO

### RESIDENCE

BOWIE, TEXAS

### HEIGHT

6-0

### WEIGHT

150

### BORN

3/ 7/1996

### RIDING HAND

R IGH T

### CAREER EARNINGS

\$452,914

### HGH-MARKED RIDE

9 1.25 POINTS ON ALAKAZAM DURING ROUND 1 OF THE 2022 PBR WORLD FINALS IN FORT WORTH, TEXAS ON MAY 13, 2022.



### AWARDS

- RIDER FOR THE 3RD-PLACE TEXAS RATTLEERS DURING THE 2022 PBR TEAMS SEASON
- 2022 PBR TEAMS THIRD-ROUND DRAFT PICK
- MEMBER OF THE 2023 PBR TEAMS CHAMPION TEXAS RATTLEERS
- 2015 PBR CANADA FINALS EVENT WINNER

### TEAMS TRANSACTIONS

- May 23, 2022: Selected in the Third Round of the PBR Teams Draft by the Texas Rattlers.
- February 23, 2023: Marked as a Protected Rider by the Texas Rattlers.

### JOURNEY TO THE PBR:

Hailing from Eastern Idaho, Oleson grew up in a rodeo family, having two bull riding brothers and a sister who competed in barrel racing. Oleson and his siblings were surrounded by livestock from a young age frequenting their grandparents' land in Wapello, filled with cattle and horses.

Oleson, who had numerous childhood friends who also competed in rodeo, got on his first bull at the age of 12 and quickly latched onto the extreme sport.



**CAREER IN REVIEW:****2014-2017**

- Oleson made his PBR debut in 2014, riding at the Velocity Tour event in Salt Lake City, Utah. While he failed to convert, the young Idaho man quickly found his footing, logging three consecutive Top 5 finishes in his subsequent events.
- In 2015, Oleson earned his career-first PBR event win, topping the field at the Touring Pro Division event in Sterling, Colorado.
- During his sophomore season, Oleson also excelled abroad, concluding the season with a victory at the 2015 PBR Canada National Finals in Saskatoon, Saskatchewan.
- Oleson then hit a slump in 2016 and 2017. While he found intermittent success, he struggled to find the consistency needed to qualify for the elite Unleash The Beast tour.

**2018-2022**

- In 2018, Oleson began to break through. He won the Velocity Tour event in Oakland, California, and recorded an accompanying three Top 5 finishes on the expansion series en route to his Unleash The Beast debut in Anaheim, California in February.
- After finishing 13th in Anaheim and becoming a near tour regular which also included an eight-place finish roughly one month later in Glendale, Arizona, Oleson sustained a wrist injury that required surgery.
- Upon his return, Oleson struggled to find success, ultimately undergoing shoulder surgery in September which kept him out of competition until June 2019.
- In the spring of 2021, after a year-and-a-half of recovery from injury which led him to struggle with alcohol abuse, Oleson admitted himself to the Renaissance Ranch Treatment Center in Utah. After graduating from both inpatient and outpatient treatment, Oleson returned to the sport he loved on Dec. 31, 2021.
- One day after graduating from his outpatient program, Oleson rode in Klamath Falls, Montana, and despite going 0-for-2 felt a reinvigorated determination to compete.
- Oleson returned to the arena on January 15 at the Velocity Tour event in Portland, Oregon, going 3-for-3 to win the event. Proving the finish was no fluke, Oleson was second the very next weekend in Spokane, Washington.
- His early season Velocity Tour success spring boarded him to the premier Unleash The Beast where he spent the remainder of the season.
- Logging six Top 20 finishes, Oleson concluded the season with his first berth to the sport's most prestigious event, the PBR World Finals.
- Undeterred by the bright lights, Oleson was dominant in his first out, winning Round 1 with his career-best 91.25-point score atop Alakazam. When the dust settled, he finished the event 15th to conclude the season a career-best No. 23 in the world.
- Oleson's success caught the attention of the Texas Rattlers who selected him in the third round of the inaugural PBR Teams Draft.
- Despite battling a broken neck during the season, Oleson proved a difference-maker for the team, including at the PBR Teams Championship where the Rattlers concluded the season third.

**2023**

- Looking to build on his career year, Oleson shot out to an early No. 1 ranking in the 2023 PBR World Championship battle after winning the first premier series event of the season in Tucson, Arizona in November.
- Oleson remained in the Top 15 through December thanks in part to back-to-back Top-15 finishes in Minneapolis, Minnesota, and Albany, New York, but had his gold buckle run cut short after aggravating a hip injury in Sacramento that required season-ending surgery.
- Despite his season ending in February, the Texan finished inside the Top 40 for the second consecutive season, ending the 2023 season No. 38 in the Unleash The Beast standings.



- Back in full health, Oleson returned to the Texas Rattlers for the 2023 season and put together a strong campaign, going 8-for-16 during the regular season, helping propel Texas to a 16-12 record, ranked No. 3 in the league. The Rattlers' season highlights included event wins in Ridgedale, Missouri, and at their homestand in Fort Worth, Texas. The Rattlers are the only team in the league to have won their homestand in consecutive seasons and are a perfect 6-0 inside their home Dickies Arena.
- As the 2023 PBR Teams Championship got underway, Texas took on the No. 8 Missouri Thunder in Round 1. Texas dispatched the young squad, 174-84.5, in part due to Oleson's 84.5-point ride on Taylor's Cowtown Throwdown, advancing to Round 2.
- In the second round, the Rattlers downed the No. 4 Oklahoma Freedom, 170.75-87, punching the team's ticket to their second-consecutive Semifinals. While Oleson was again in the lineup, he was unable to make the 8, tossed in 2.74 seconds by Boo Ray.
- On a seemingly unstoppable roll, the Rattlers trounced the Arizona Ridge Riders, 175.75-0, to advance to the Championship Game, where they took on the regular-season No. 1 and instate rival Austin Gamblers.
- In a Lone Star State Showdown, the Rattlers went 4-for-5 to win the 2023 PBR Teams Championship. They notably concluded the season with a seven-game win streak. After not appearing in the Semifinals, Oleson was back in the starting lineup for Texas in the final game but didn't find success atop Hunter.



## KYLER OLIVER

Hailing from and mentored by a family with a rich history in Western sports, Kyler Oliver is a budding talent in the world's top bull riding organization. Making a late-season surge in 2020, Oliver qualified for his career-first World Finals. After a shoulder injury cut his 2021 season short, Oliver had a career year in 2022, including winning at Madison Square Garden in New York, but once again had a season-ending injury in April when he was ranked No. 4 in the world and a top contender for the year's gold buckle. Nevertheless, even after breaking a vertebra in his neck, he was drafted in the second round by the Kansas City Outlaws for the inaugural 2022 PBR Teams season and has been a top performer for the team ever since. Oliver now has his eyes set on bringing a PBR Teams Championship back to Kansas City and making a run at a PBR World Championship.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

2

### HOMETOWN

ROY, UTAH

### RESIDENCE

ROY, UTAH

### HEIGHT WEIGHT

5-10 130

### BORN

7/22/1990

### RIDING HAND

LEFT

### CAREER EARNINGS

\$397,228

### HIGH-MARKED RIDE

92 POINTS ON UTZ BESTEX  
SMOKESTACK IN TULSA, OKLAHOMA,  
ON FEBRUARY 11, 2023.



### AWARDS

- 2022 PBR TEAMS SECOND-ROUND PICK BY THE KANSAS CITY OUTLAWS
- MEMBER OF THE 2023 PBR TEAMS REGULAR SEASON NO. 2 KANSAS CITY OUTLAWS

### JOURNEY TO THE PBR:

- A third-generation cowboy, Kyler Oliver hails from a family with a rich history in Western sports. He is the nephew of famed horse and dog trainer Cody Christensen, and his grandmother Sherry Oliver is an accomplished horse trainer who qualified for the Ram Circuit Finals as a barrel racer.
- Getting on his first sheep at age 3, Oliver was mentored in his early days by his uncle Shane Oliver, a former professional bull rider with the PRCA, as well as family friends Wesley Silcox, the 2007 PRCA champion bull rider, and Tag Elliot, a qualifier to the 2012 National Finals Rodeo.
- As his career progressed, Oliver, who competed in both bull riding and saddle bronc, traveled alongside multi-time PRCA All-Around World Champion Stetson Wright.



**CAREER IN REVIEW:****2018-2021**

- After making his PBR debut on July 26 at the Grand Junction, Colorado, Touring Pro Division event, Oliver did not return to PBR action until 2019 when he finished third at the developmental tour stop in Dickinson, North Dakota.
- In 2020, Oliver, who competed at 12 regular-season events, had a breakthrough year in the PBR.
- While his season debut was in January at the Pendleton Whisky Velocity Tour event in Spokane, Washington, Oliver, who was simultaneously competing with the PRCA, hit a hot streak when he returned to PBR action in May.
- Riding at six Touring Pro Division stops from late May through September, Oliver notched an event win, and an additional three Top 10 finishes, setting him on course to make a late-season surge to the PBR World Finals.
- In October, Oliver logged his first PBR victory, winning one of four Velocity Tour events in Casper, Wyoming. He netted a critical 37 world points, surged 31 positions in the standings, and climbed from No. 87 to No. 56 in the world.
- Oliver then punched his ticket to his career-first PBR World Finals compliments of a runner-up effort at the Velocity Tour Finals, propelling him to No. 37 in the world standings.
- At his debut World Finals, Oliver covered Chain Smoker for 90 points in Round 3, elevating him to an 18th-place finish overall at the season culminating event.
- He concluded the year a then career-best No. 37 in the world standings.
- In 2021, Oliver's momentum continued, as he registered four Top 10 finishes on the premier series in the first three months of the season.
- However, in mid-April following the tour stop in Oklahoma City, Oklahoma, Oliver elected to undergo reconstructive shoulder surgery, sidelining him for the remainder of the 2021 campaign.

**2022**

- Returning from surgery that ended his 2021 season, Oliver had a career year in 2022, breaking into the world's Top 10 for the first time, but once again had his hopes for a gold buckle dashed by an April injury.
- Oliver showed almost no rust upon his return, winning the second elite tour event of the season in New York in January, and then finishing second in the 15/15 Bucking Battle in Chicago the following weekend. The Utah native remained consistent as the month continued, placing eighth in Duluth, Georgia, and 11th in Sacramento, California, propelling him to the No. 2 rank in the world.
- Staying in top form, Oliver recorded a qualified ride in all but one event in February and then had back-to-back fourth-place finishes in Glendale, Arizona, and Kansas City, Missouri, to start March, leading him to remain a top contender in the feverish world title battle, ranked No. 3.
- In Sioux Falls, South Dakota, on April 2, Oliver teamed with Chiseled for a career-high 91.25 points to win the 15/15 Bucking Battle. However, following the score, Oliver landed on his head, breaking his C6 vertebrae, which sidelined him for the remainder of the 2022 individual season. Despite not being able to ride at the World Finals, he concluded the season a career-best No. 10 in the world.
- In the inaugural PBR Teams Draft, Oliver was selected in the second round by the Kansas City Outlaws.
- Oliver made his debut for the Outlaws in late August at the Teams' event in Austin, Texas, delivering an 86-point ride atop Bison to help lead Kansas City past the rival Missouri Thunder.
- The Outlaws finished the regular season with a 12-16 record, entering the first PBR Teams Championship in Las Vegas ranked No. 7 in the league.
- In Las Vegas, the Outlaws fell to the Carolina Cowboys in Round 1 before being eliminated from championship contention by the Oklahoma Freedom in the first Last Chance Game.



**2023**

- In 2023, for the second consecutive season, Oliver concluded the individual campaign ranked inside the Top 25.
- While Oliver struggled to find his groove until the end of January, his title-contending form was quickly on full display. He first broke through in Indianapolis, Indiana, riding to a fifth-place finish. He followed that with a fourth-place result in Tulsa, Oklahoma, where he reached a career milestone, setting his high-marked ride with a clutch 92-point dance with UTZ BesTex Smokestack in the championship round.
- Closing out February with another Top 25 finish, he entered the month of March within striking distance of the world's Top 30.
- In March, Oliver added two more Top-5 finishes, including his season-best second-place result in New Orleans. After tacking on Top-15 finishes in Everett and Tacoma, Washington, to close out his regular season, all the while competing in the face of a wired-shut broken jaw, Oliver was No. 19 in the Unleash The Beast standings entering his second World Finals.
- In Fort Worth, Oliver went 1-for-7, tying for 19th overall in the event. He concluded the individual 2023 season ranked No. 20.
- Oliver returned to the Kansas City Outlaws for the second season of PBR Teams in 2023, going 4-for-12 and helping the team conclude the regular season No. 2 in the league with an 18-10 record. Via the No. 2 rank, the Outlaws earned one of two coveted first-round byes at the 2023 PBR Teams Championship.
- Among the team's regular-season highlights, the Outlaws won three events, including their second annual homestand in Kansas City, in addition to topping the field in Nashville and Glendale, Arizona.
- In Las Vegas for the season-ending tournament, Kansas City faltered against the No. 5 Arizona Ridge Riders in Round 2, 160.25-86.75, and were unable to rebound in the second Last Chance Game, losing to the Missouri Thunder to end their season. While Oliver was tapped to ride in the Round 2 game, he was unable to deliver for his team, bested in 2.29 seconds by Almost Sober.



## CHASE OUTLAW

Dubbed “The World’s Toughest Athlete” by USA Today Chase Outlaw is one of PBR’s preeminent and most well-known talents. After breaking 30 bones in his face, Outlaw returned a few months later to go on a tear and nearly win the PBR World Finals event. He has been an annual World Championship contender, qualifying for the PBR World Finals nine times. With a given name made for bull riding, his irrepressible “Chase-isms,” and charitable ways, the inimitable personality known as “The CEO of Outlaw Nation” is one of the most popular riders on tour, and now reaching global fame as a star of the PBR docuseries “The Ride” on Prime Video.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

9

### HOMETOWN

HAMBURG, ARKANSAS

### RESIDENCE

HAMBURG, ARKANSAS

### HEIGHT WEIGHT

5-6 150

### BORN

6/24/92

### RIDING HAND

LEFT

### CAREER EARNINGS

\$1,898,621

### HIGH-MARKED RIDE

94.5 POINTS ON WOOPAA DURING THE BONUS ROUND OF THE PBR TEAMS EVENT IN OKLAHOMA CITY, OKLAHOMA, ON SEPT. 18, 2022.



### AWARDS

- 2022 PBR TEAMS DRAFT THIRD-ROUND PICK BY THE OKLAHOMA FREEDOM
- MEMBER OF THE 4TH-PLACE OKLAHOMA FREEDOM DURING THE 2022 PBR TEAMS SEASON
- TWO-TIME PENDLETON WHISKY VELOCITY TOUR FINALS EVENT WINNER (2016, 2018)
- 2019 PBR GLOBAL CUP USA TEAM USA EAGLES QUALIFIER
- 2016 PENDLETON WHISKY VELOCITY TOUR CHAMPION
- 2013 TOURING PRO DIVISION CHAMPION

### TEAMS TRANSACTIONS:

- May 23, 2022: Selected in the third round of the PBR Teams Draft by the Oklahoma Freedom.
- September 12, 2023: Demoted to the Reserve Roster by the Oklahoma Freedom.
- September 17, 2023: Dropped by the Oklahoma Freedom.
- September 17, 2023: Signed to the Protected Roster by the Nashville Stampede.



**JOURNEY TO THE PBR:**

- When he was in second grade, Chase Outlaw's teacher asked him to write himself a letter for when he grew up. Outlaw quickly penned that he wanted to be a bull rider, just like the cowboys he followed on television. He is now a top competitor with the PBR, qualifying for bull riding's most prestigious event, the PBR World Finals, eight times.
- Outlaw, whose family name would seem to have predestined him to be a bull-riding cowboy, was jumping on calves at the age of four and bulls by 13.
- When it comes to riding bulls, this five-time Arkansas state champion and stepbrother to fellow bull rider Reese Cates says his motto is "show up and get it done."
- When not riding bulls, Outlaw likes to hunt, fish, drive his 4WD through the mud, and bring the mechanical bull he owns to family-friendly events.
- Outlaw is a favorite among Make-A-Wish kids at PBR events. He once shaved his head when a young girl who had been bullied and lost her hair due to the ensuing stress visited the locker room.
- When he retires from the PBR, Outlaw looks forward to sitting on his front porch and watching his cows.

**CAREER IN REVIEW:****2011-2012**

- Chase Outlaw made his PBR debut in 2011, riding at three Touring Pro Division events. After finishing third in his debut in Bossier, Louisiana, Outlaw was quick to ride to victory, winning the Touring Pro event in Miami, Oklahoma at season's end.
- The very next season, in 2012, Outlaw made his elite Unleash The Beast debut, winning his first buckle at just his third event on the premier tour. Also qualifying for his first PBR World Finals that year, Outlaw has since established himself as a perennial World Championship contender, in addition to being both a fan and media favorite as one of the most animated and quotable athletes in sports.

**2013-2017**

- Throughout the subsequent seasons, Outlaw's stock continued to rise. After finishing No. 19 in the world in both 2013 and 2014, the Arkansas cowboy concluded 2015 ranked No. 30.
- In 2016, several shoulder injuries sidelined Outlaw most of the year. Returning to action in May, Outlaw's second-half dominance, alongside his Pendleton Whisky Velocity Tour Finals event win and tour Championship, propelled him back to the PBR World Finals where he was seventh.
- Outlaw concluded the year No. 14.
- In 2017, Outlaw was nothing short of electric, recording 10 rounds wins on the elite tour, including a victory at the 15/15 Bucking Battle in Sioux Falls, South Dakota, before ending the year a then career-best No. 6 in the world. He also finished seventh at the World Finals for a second consecutive year.

**2018**

- As Outlaw's quest for his first PBR World Championship continued, in 2018, his dream job, and life, were nearly taken away in a gruesome wreck at Cheyenne Frontier Days.
- Taking a horn to the face at the iconic Wyoming event, Outlaw sustained more than 30 facial fractures, requiring a marathon, 12-hour reconstructive surgery, where doctors placed 11 plates and 68 screws.
- While doctors said Outlaw may never compete again, he defied the odds. Outlaw returned to competition 75 days later, less than half the anticipated recovery time.
- Ranked No. 76 in the world when he returned at the elite tour event in Milwaukee, Wisconsin, Outlaw catapulted to No. 22 and rode his way into the 2018 PBR World Finals by earning 865 world points at five events.



- Outlaw's fast climb up the standings was backed by a runner-up finish in Nampa, Idaho at the final elite tour event of the season and win at the Pendleton Whisky Velocity Tour Finals, the second of his career.
- During his surge up the standings, Outlaw rode eight consecutive bulls, a streak which was snapped in the championship round of the Pendleton Whisky Velocity Tour Finals.
- Continuing his dominance, Outlaw went 5-for-6 at the World Finals, finishing a career-high third. He finished the year No. 16 in the world.

#### **2019-2021**

- In 2019, Outlaw set his sights on the PBR World Championship. Dubbed "The World's Toughest Athlete," by USA Today, he was one of four riders at the top leapfrogging one another in what was deemed the Race For The Ages.
- Winning four regular-season Unleash The Beast events, including an emotional victory in St. Louis at the event in memory of his late friend and fellow rider Mason Lowe, Outlaw dramatically topped the field at the Last Cowboy Standing, now part of Cheyenne Frontier Days, the very event where he career nearly ended one year prior.
- He held the world No. 1 ranking for three weeks during the season and entered the World Finals No. 3 in the world.
- While he went 4-for-6, going ride-for-ride with the two athletes ranked in front of him, Outlaw was unable to gain ground, finishing the season a career-high No. 3.
- In 2019 Outlaw also debuted at the PBR Global Cup, going 1-for-2 at the first-ever edition of the event in the United States and helping Team USA Eagles to a runner-up finish.
- At the conclusion of the 2019 season, Outlaw underwent reconstructive shoulder surgery which sidelined him until June 2020. However, after competing at just three events, Outlaw was relegated back to the sidelines in need of yet another shoulder surgery.
- Outlaw returned to competition in February 2021, however, after just four events he elected to undergo hip surgery, sidelining him from competition for the remainder of the year, as he turned his focus to 2022.

#### **2022**

- After a strong start to the 2022 individual campaign, including three Top 20 finishes, Outlaw's season ended abruptly due to a severe left groin tear.
- Undergoing surgery, Outlaw didn't return to competition until mid-July. However, in late May, Outlaw was selected in the third round of the inaugural PBR Teams draft by the Oklahoma Freedom. The selection came after the Freedom made a trade with the Arizona Ridge Riders trading the No. 22 and No. 27 picks for the No. 24 and No. 25 picks.
- During the first season of competition for PBR Teams, Outlaw was a consistent contributor for the Oklahoma Freedom.
- The Freedom were the first team to win their homestand, going a perfect 3-0 during game play at Freedom Fest inside Paycom Center. During the event, Outlaw won the Bonus Round, covering Woopaa for a career-best 94.5 points.
- During the season, Outlaw had to leave competition due to a family tragedy - the illness and death of his young daughter - later to return, embraced by the entire PBR community. The Freedom would conclude the regular season 16-12, advancing to the Teams Championship ranked No. 3 in the league.
- When competition got underway in Round 1, the Freedom stumbled, losing to the No. 8 Nashville Stampede by one score, despite rides from Outlaw and Eli Vastbinder.
- The loss sent Oklahoma to the progressive-elimination tournament's first Last Chance Game where they began with back-to-back 90-point scores, went a torrid 4-for-5, and rebounded in resilient fashion, obliterating the Missouri Thunder and Kansas City Outlaws to keep the team's title hopes alive.
- In Round 2, Oklahoma took on the No. 4 Carolina Cowboys. After a ride-for-ride shootout to



start the game, the Freedom narrowly beat the Cowboys by 2.25 points, 267.25-265. Outlaw contributed to the win with an 89-point ride atop Homegrown.

- Advancing to the Semifinals, the Freedom were ultimately defeated by the Arizona Ridge Riders 89.25-176.25.
- In the team's final game of the season, the Freedom took on the No. 2 Texas Rattlers in the Third-Place Game for the PBR Teams Championship. Outscored by two rides, the Rattlers won, leading the Freedom to conclude the 2022 season fourth after the 86.75-270 loss.

## 2023

- While showing flashes of brilliance, the grizzled, banged-up veteran never found his stride in 2023, finishing outside the Top 30, and in the subsequent Team series would suffer two major injuries.
- Outlaw started the year strong, finishing seventh in Tucson, Arizona, but it was one of just two Top-10 finishes during the season.
- The Arkansan had his best performance of the year in Sioux Falls, South Dakota, in April where he finished fourth, rising to No. 36 in the Unleash The Beast standings.
- Entering his ninth career World Finals ranked No. 43, Outlaw was unable to last the 8 in the first six rounds atop the world's toughest animal athletes, finishing the year No. 47 in the Unleash The Beast standings.
- Looking to re-find his top form prior to the 2023 PBR Teams season, Outlaw turned to the Challenger Series in June, finishing third in Kalispell, Montana, and winning in Great Falls, Montana, the same weekend. Unfortunately, the determined veteran broke his arm in Deadwood, South Dakota, sidelining him until September.
- After being removed from the Freedom's protected roster, the Nashville Stampede signed Outlaw in mid-September. Outlaw had a resurgence with the Stampede, going 4-for-8, but broke his leg in a grisly wreck at the final event of the regular season in Fort Worth, Texas, in October, when he was stomped by Midnight Magic.
- Battling injuries throughout the roster, the defending champion Stampede finished the regular season No. 7 in the league with an 11-17 record.
- At the 2023 PBR Teams Championship, Nashville faced off against the No. 4 Oklahoma Freedom in Round 1. Despite three Stampede rides, the Freedom won by a mere 0.5 points, 262-261.5, to send Nashville to the first Last Chance Game. In the three-way showdown, Nashville was unable to rebound, ultimately eliminated by the Missouri Thunder, ending the team's dreams of back-to-back Championships.



## KAIQUE PACHECO

Known as “The Ice Man,” Kaique Pacheco is one of PBR’s most focused, technically sound and consistent bull riders, year in and out a top contender for the world title. He burst onto the premier series scene in 2015 as the then-highest-finishing rookie in the sport’s history, concluding the year No. 2 in the world, crowned the Rookie of the Year. His natural aptitude and resiliency for riding bulls is evidenced by the fact that since 2015, apart from his injury-ridden 2019 season, he has not finished outside the world’s Top 6. In 2018, competing through a torn MCL and PCL, Pacheco fulfilled his dream of becoming a World Champion, competing at World Finals with a significant knee injury to outlast two surging riders and capture the season’s gold buckle and \$1 million bonus. In 2022, Pacheco was the Nashville Stampede’s first pick in the inaugural PBR Teams Draft. The franchise star would set the standard for a clutch playoff performance in Teams competition by leading his team’s Cinderella run to become the new league’s first Champions that November.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD CHAMPIONSHIP TITLE

2018

### WORLD FINALS APPEARANCES

8

### HOMETOWN

ITATIBA, SÃO PAULO, BRAZIL

### RESIDENCE

DECATUR, TEXAS

### HEIGHT WEIGHT

5-8 145

### BORN

9/18/94

### RIDING HAND

RIGHT

### CAREER EARNINGS

\$4,394,955.19\*

### HIGH-MARKED RIDE

94 POINTS ON CHISELED DURING THE 15/15 BUCKING BATTLE IN OKLAHOMA CITY, OKLAHOMA, ON APRIL 17, 2021



### AWARDS

- FIVE-TIME PBR GLOBAL CUP TEAM BRAZIL QUALIFIER
- TWO-TIME PBR GLOBAL CUP CHAMPION (2019 & 2018)
- 2018 PBR WORLD CHAMPION
- 2015 PBR ROOKIE OF THE YEAR
- 2022 PBR TEAMS DRAFT FIRST-ROUND PICK BY THE NASHVILLE STAMPEDE
- MEMBER OF THE 2022 PBR TEAMS CHAMPION NASHVILLE STAMPEDE

### TEAMS TRANSACTIONS

- May 23, 2022: Selected in the first round of the PBR Teams Draft by the Nashville Stampede.
- February 10, 2023: Marked as a Protected Rider by the Nashville Stampede.



**CAREER IN REVIEW:****2013-2017**

- After riding at the Touring Pro Division level in both the United States and Brazil for two years, Pacheco made his debut on PBR's elite Unleash The Beast in 2015.
- In just his third event, Pacheco won both the 15/15 Bucking Battle and main event in St. Louis, Missouri.
- At season's end, after winning two additional events, including the Major in Nashville, he finished No. 2 in the world standings – the highest ever for a PBR rookie – and claimed the 2015 PBR Rookie of the Year title.
- In 2016, Pacheco proved his historic rookie season was no fluke, winning three events, including his second Major, crowned the Last Cowboy Standing in Las Vegas, and finishing No. 2 in the world standings once again.
- In 2017, Pacheco delivered yet another strong and consistent year with two event wins, including a repeat victory at the Last Cowboy Standing Major. He also competed for runner-up Team Brazil at the inaugural PBR Global Cup.

**2018**

- In 2018, after a dismal start to the season, at one point sitting No. 21 in the world standings and mired in a 1-for-15 slump, Pacheco returned to his championship form, winning a record third consecutive Last Cowboy Standing title to conclude the first half of the season the No. 1 ranked bull rider in the world.
- Once the elite tour returned from its annual summer break, Pacheco was seemingly unstoppable, winning Unleash The Beast events in Springfield, Missouri, Fairfax, Virginia, and Milwaukee, Wisconsin, which contributed to capturing a PBR-best five regular season event titles and three 15/15 Bucking Battle victories.
- Pacheco traveled to Las Vegas for his fourth career World Finals with a lead of 1,535 points over No. 2 Jose Vitor Leme, but nearly had his dream derailed when tearing the MCL and PCL in his left knee just days prior to the 2018 PBR World Finals while competing at the Pendleton Whisky Velocity Tour Finals.
- Pacheco gritted through this significant injury, and with a 2-for-5 performance inside T-Mobile Arena, he remained atop the world standings. Riding through the pain, he kept ahead of an impressive surge by both Jose Vitor Leme and Cody Teel, to win the 2018 PBR World Championship.
- The steely cowboy's 2018 Championship season also included a dominant performance for event-winning Team Brazil at the PBR Global Cup in Sydney, Australia. Going a perfect 4-for-4, Pacheco won the event's individual aggregate in leading his team to international glory.

**2019**

- After more than three months of physical therapy for his knee injury, Pacheco returned at the first-ever PBR Global Cup on American soil in February 2019 and rode his first bull back, Taco Cat, for 83.5 points, helping Team Brazil win their second-straight championship.
- Pacheco finished eighth at the Mason Lowe Memorial in St. Louis, his first Unleash The Beast event since his injury. But a dislocated left elbow that occurred in June while riding in Brazil, and the subsequent reconstructive surgery, sidelined the Brazilian phenom for the remainder of the season.

**2020**

- Putting his previous injury-plagued campaign in the rearview mirror, Pacheco got a jump on the 2020 season by traveling to Australia, finishing eighth at the Iron Cowboy in Tamworth, and 11th in Melbourne.
- Continuing his comeback, Pacheco was second at both the season launch Unleash The Beast Major in New York City and accompanying 15/15 Bucking Battle to quickly surge to No. 2 in the world. After a runner-up finish the following weekend in Chicago, Pacheco briefly overtook the world No. 1 rank.



- As the season progressed, Pacheco logged four additional Top 10 finishes before returning home to Brazil at the onset of the COVID-19 (coronavirus) pandemic.
- Missing just three events, and slipping one position to No. 6 in the world, Pacheco was a dominant presence in the elite tour's second half - winning the revival of the PBR's iconic Bullnanza in Guthrie, Oklahoma, registering three additional Top 5 finishes before the 2020 PBR World Finals, the fifth of his career, and finishing the unique season No. 6 in the world.
- Apart from the premier series, Pacheco once again competed for Team Brazil at the 2020 PBR Global Cup USA where his home nation was third.

**2021**

- In 2021, Kaique Pacheco once again was in the hunt for the PBR World Championship, battling alongside Jose Vitor Leme until the final rounds of the World Finals.
- Compliments of a strong start to the season, which included four event and one 15/15 Bucking Battle victory prior to the end of the first half of the Unleash The Beast season, Pacheco led the world rankings for five weeks.
- While he began the second half of the season No. 2 to Leme, Pacheco remained determined to gain ground on his countryman, steadily inching within striking distance of the top spot, especially after Leme was sidelined by injury.
- Following Leme's injury sustained in winning in Newark in September, which allowed him to surge to a season-best 866-point lead over No. 2 Pacheco, the "Ice Man," got to work, winning his fifth event of the season the very next weekend in Deadwood, South Dakota and cutting Leme's stronghold from 866 to 726.5 points.
- Despite being shut out the subsequent two weekends, Pacheco registered back-to-back Top 10 efforts at the final regular season Unleash The Beast events prior to the World Finals, closing within 607 points of the No. 1 rank.
- Not missing a beat, Pacheco accepted a World Champion invite to compete at the 2021 PBR Pendleton Whisky Velocity Tour Finals, finishing fifth and earning another valuable 17 world points.
- Pacheco went 5-for-6 at the PBR World Finals, but despite finishing second, five rides were not enough to overtake Leme, who went 6-for-6. Pacheco finished second in the world standings by 884 points.
- While Pacheco fell short of a second gold buckle, he set several career bests. He tied his career-high for event wins (5) by covering a career high 50 of his 93 draws on the Unleash The Beast (53.8%). He also set a new career-best score during his campaign, covering Chiseled for 94 points in April en route to the 15/15 Bucking Battle victory in Oklahoma City, Oklahoma.

**2022**

- The 2022 season was another banner year for Pacheco as he battled to the final outs of the individual season for the World Championship and led his Nashville Stampede team to the title in the inaugural PBR Teams season.
- While Pacheco got off to a slow start when the individual season began in January, recording a qualified ride in just three events held throughout January and February, he reclaimed his championship-contending form in mid-March in Glendale, Arizona, finishing third, followed by a second-place effort the next weekend in Kansas City, Missouri, and back-to-back runner-up efforts at the pair of 15/15 Bucking Battles in Albuquerque, New Mexico. The string of successes rocketed him from No. 52 to No. 11 in the standings.
- The following month, in April, Pacheco broke into the Top 10 for the first time in 2022 with back-to-back wins in Sioux Falls, South Dakota, and Everett, Washington, elevating him from No. 11 to No. 4 in the standings, as he moved within 189.5 points of then No. 1 Joao Ricardo Viera.
- The Brazilian finished his season strong, recording four additional Top 10 finishes in the last four events of the season to qualify for the World Finals ranked No. 3, 89.49 points behind leader Daylon Swearingen.
- Living up to his name, the Ice Man put on a show when the lights were the brightest at the World



Finals in Fort Worth, going 5-for-8 and contending for the gold buckle until the final outs of the season.

- Shut out in Round 1, Pacheco rallied to post a 91.75-point ride on Bread Basket in Round 2. He then recorded back-to-back rides on Happy Camper for 89 points in Round 3 and Malaki for 91.50 points in Round 4. After a buck off in Round 5, Pacheco gathered himself once again, recording back-to-back rides on Wicked Dreams and Clear Water to overtake Joao Ricardo Viera and move within 71.49 points of Swearingen with one round left in the season.
- Pacheco's bid for a second gold buckle, however, came to an end when he was bucked off by Manaba in 5.9 seconds in the championship round.
- One day after finishing No. 2 in the world for the second consecutive season, Pacheco was drafted by the Nashville Stampede with the second overall pick in the first round of the inaugural Teams Draft.
- During the regular season, Pacheco was a consistent force for the Stampede, going 12-for-32. Despite the Brazilian's success, the team struggled and entered the inaugural PBR Teams Championships in Las Vegas in last place with a 7-20-1 record.
- Pacheco rose to the occasion in Las Vegas, setting the standard for what a clutch playoff performance looks like in Teams competition in going a perfect 4-for-4, including three consecutive 90-point rides, as the Stampede made their Cinderella run through the tournament.
- In Round 1, the Stampede rode to their first victory in upsetting the Oklahoma Freedom. Pacheco paved the way with an 88-point ride atop Born To Sin. He then recorded three-straight 90-point rides: a 90.25-point dance with Gangster Time to help defeat the regular season No. 1 Austin Gamblers in Round 2, a 90.75-point score with Moonlight Party in the Semifinals as the Stampede knocked off the regular season No. 2 Texas Rattlers, and then a clutch 90-point ride on Tijuana Two-Step in the Championship Game to defeat the Arizona Ridge Riders and win the 2022 Teams Championship.

## 2023

- In 2023, Pacheco again proved that the largest obstacle keeping him from a second gold buckle is injury, as he finished No. 3 in the Unleash The Beast standings after being unable to compete at the World Finals due to a fractured leg.
- The veteran cowboy got off to a great start, finishing inside the Top 25 at six of the first eight events, including winning in Duluth, Georgia, in mid-January. During the span, Pacheco also won the 15/15 Bucking Battle in Indianapolis with a monstrous 93-point ride atop Ricky Vaughn which secured him the Mason Lowe Award for the highest-marked ride of the season for the first time in his career. The consistency allowed Pacheco to surge to the No. 3 spot in the Unleash The Beast standings.
- Pacheco then got red hot in March, winning his second event of the season in Milwaukee, Wisconsin, before finishing second in Albuquerque, New Mexico, and third in Sioux Falls, South Dakota, to overtake the No. 1 spot in the Unleash The Beast standings.
- The Brazilian held the No. 1 spot for the remaining six weeks of the season, heading into the PBR World Finals in Fort Worth, Texas, with a 74-point lead over No. 2 Jose Vitor Leme.
- Pacheco, however, suffered both a fractured tibia and fibula in Tacoma, Washington, and he was unable to compete for the rest of the season and contend for his second World Championship. While he remained atop the standings until the conclusion of Round 7 of the marathon event, after the dust settled at the World Finals, Pacheco concluded the season No. 3, 358 points behind surprise World Champion Rafael Jose de Brito.
- After missing the entirety of July and August as he continued to recover from his broken leg, Pacheco attempted to return at the PBR Teams event in Oklahoma City, in September, but his leg was re-injured when he was bashed against the side of the chutes, and he was unable to compete for the rest of the season. Without Pacheco, the Stampede finished No. 7 in the regular season with an 11-17 record.
- Looking to repeat their Cinderella run from 2022, the Nashville Stampede faced off against the No. 4 Oklahoma Freedom in Round 1 of the 2023 PBR Teams Championship. Despite three Stampede rides, the Freedom won by a mere 0.5 points, 262-261.5, sending Nashville to the first Last Chance Game. In the three-way showdown, Nashville was unable to rebound, ultimately eliminated by the Missouri Thunder, ending the team's dreams of back-to-back Championships.



## JEAN FERNANDES PEREIRA

Nicknamed the “Hurricane from Goias,” Jean Fernandes Pereira caught the attention of the Austin Gamblers during his incredible run in Brazil that led him to be crowned the 2023 PBR Brazil Champion. He was taken by the Gamblers in the second round of the 2023 Reserve Rider Draft. Now on American soil, Pereira is ready to compete for an individual gold buckle and bring a PBR Teams Championship to Austin.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### HOMETOWN

CRIXAS, BRAZIL

### RESIDENCE

CRIXAS, BRAZIL

### HEIGHT

5'8

### WEIGHT

150

### BORN

11/6/1995

### RIDING HAND

LEFT

### CAREER EARNINGS

\$10,619

### HIGH-MARKED RIDE

N/A



### AWARDS

- MEMBER OF THE 2023 PBR TEAMS REGULAR SEASON NO. 1 AND PBR TEAMS CHAMPIONS RUNNER-UP AUSTIN GAMBLERS
- 2023 PBR BRAZIL CHAMPION

### JOURNEY TO THE PBR:

- Nicknamed the “Hurricane from Goias,” Jean Fernandes Pereira is determined to be the next great bull rider from Brazil, following in the footsteps of Brazilian greats Adriano Moraes, Silvano Alves and Jose Vitor Leme.

### CAREER IN REVIEW:

#### 2022-2023:

- Pereira made his PBR debut with a bang, winning his first event on Brazil’s Touring Pro Division in Senador Canedo in June. Competing at his first PBR Brazil finals in Barretos, Pereira finished seventh, going 3-for-5, concluding the 2022 campaign No. 23 in the nation.
- Pereira started the 2023 season on fire, placing inside the Top-10 in his first three outings before winning back-to-back events on Brazil’s Touring Pro Division in Telemaco and Aracoia da Serra in March.
- The Brazilian posted four additional Top-10 finishes, including another event win in Areia, by the end of May.



- After logging two more Top-10 finishes on the Touring Pro Division, Pereira entered his second Brazilian Finals in August red hot. After covering Mistura Louca for 86 points in Round 1 and Apalan for 84 points in Round 2, the budding superstar finally met his match in Round 3, bucked off in 5.52 seconds by Cassino. Proving his resilience, Pereira bounced back and covered his final two bulls, finishing the event sixth, and crowned the 2023 PBR Brazil Champion.
- Observing Pereira's success in Brazil, the Austin Gamblers selected him in the second round of the 2023 Reserve Rider Draft in May. Following the conclusion of the 2023 PBR Brazil season, Pereira headed to America and made his U.S. debut at the PBR Stockyards Showcase in Fort Worth, Texas, in September, finishing third.
- Pereira tacked on two more Top-10 finishes on the Challenger Series before making his PBR Teams debut for the Gamblers in Glendale, Arizona, in September where he bucked off Night Hawk in 2.44 seconds, his only out with the team in 2023. Pereira returned to the Challenger Series as Austin finished the regular season first with a 19-9 record.
- Pereira posted a career-best second-place finish in Owensboro, Kentucky, in October, before heading to Las Vegas for the 2023 PBR Challenger Series Championship. Unable to make the 8, the Brazilian finished No. 8 in the Challenger Global standings.
- At the 2023 PBR Teams Championship in Las Vegas, the Gamblers made their postseason debut in Round 2, dispatching the No. 8 Missouri Thunder in walk-off form, 177.75 - 174.75, advancing to the Semifinals.
- In a PBR Teams Championship first, the Austin Gamblers had to face the Missouri Thunder a second time after they won their second Last Chance Game. After being shut out, and falling behind by two ride scores early, the Gamblers battled back, winning the game on the final out, 256-172.
- Advancing to the team's first Championship Game, the Gamblers posted three rides, but it wasn't enough to take down the red-hot Texas Rattlers, who won 355.25-265.25.



## MARCELO PROCOPIO PEREIRA

After battling a slew of injuries early in his career, Marcelo Procopio Pereira left the fate of his career up to an ultimatum – get approved for a Visa to compete in the United States, or retire. With papers in hand, Pereira packed up his life in Brazil and moved stateside in search of bull riding glory. Pereira is now one of the latest stars from Brazil to make a mark in the Unleash The Beast and the PBR Teams League. A veteran rider for the otherwise young Missouri Thunder squad, Pereira now has a renewed vigor to win not only an individual gold buckle but also a Teams Championship.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

2

### HOMETOWN

RINOPOLIS, BRAZIL

### RESIDENCE

WHITESBORO, TEXAS

### HEIGHT WEIGHT

5'9" 158

### BORN

3/3/1995

### RIDING HAND

RIGHT

### CAREER EARNINGS

\$196,940.62

### HIGH-MARKED RIDE

91.75 POINTS ON CHISELED IN DULUTH, GEORGIA, ON JANUARY 23, 2022



### AWARDS

- MEMBER OF THE 4TH-PLACE MISSOURI THUNDER DURING THE 2023 PBR TEAMS SEASON

## TEAMS TRANSACTIONS

- May 25, 2022: Signed as a free agent by the Missouri Thunder.
- January 1, 2023: Dropped by the Missouri Thunder.
- February 16, 2023: Signed and marked as a Protected Rider by the Missouri Thunder.
- September 12, 2023: Demoted to the Reserve Roster.

## JOURNEY TO THE PBR:

- At the age of 12, Marcelo Procopio Pereira began his career aboard mini bulls under the watchful eye of mentor Rinaldo da Silva. Silva, the 1996 Barretos bull riding champion, was from Tupa, Brazil, a Sao Paulo town about 40 minutes from Pereira's hometown of Rinopolis.
- Pereira would usually compete at various junior rodeo events in his home nation, often held in conjunction with a professional rodeo.
- The burgeoning Brazilian learned early on the toll injuries can take. By the time Pereira turned 18, he had already undergone three different surgeries, two on his shoulders and one on his right



knee. And the injuries continued to mount once he turned professional, including dislocated shoulders, knee injuries and endless bumps and bruises.

- However, with the encouragement of people like his good friend Carlos Augusto Chavez and his uncle Ivan de Lima, who helped bring Pereira to events as his parents did not have a car, Pereira persevered.
- With injuries stifling Pereira's progress at every turn, at the age of 24, he gave himself an ultimatum, if he applied for a Visa to travel to the United States, and was denied, he would give up on his dream of being a professional bull rider.
- Approved for his Visa, Pereira moved to the U.S. in January 2020. While he did not compete in 2020 due to the COVID-19 (coronavirus) pandemic, in 2021 he began to pursue his dream of riding at the PBR World Finals with fervor.

## CAREER IN REVIEW:

### 2018-2019:

- Pereira made his PBR debut in September 2018 in Pirajuba. Going 3-for-4, Pereira finished 10th in his career's first event with the organization.
- Appearing in just three additional events throughout 2018, Pereira again had a limited season in 2019, riding in just one event when he made his United States debut in late August at the Touring Pro Division event in Belton, Texas.

### 2020-2021:

- While the COVID-19 shutdown kept Pereira out of competition in 2020 following his move to the United States, he mounted a banner season in 2021.
- After riding at just three events, Pereira reached a career milestone in late January, capturing his first PBR win by dominating the Pendleton Whisky Velocity Tour event in Greenville, South Carolina.
- Compliments of the win, Pereira made his Unleash The Beast debut the next weekend in Okeechobee, Florida, where he also competed in his first 15/15 Bucking Battle.
- In early April, Pereira registered his first ride on the premier series en route to a seventh-place finish at the annual tour stop in Sioux Falls, South Dakota. Registering four additional Top 15 efforts entering the summer break, Pereira's first-half success cemented him a near-permanent position on the elite tour for the remainder of the year.
- As the season continued, Pereira, who was also in the mix for the 2021 PBR Rookie of the Year honor, logged two career-best third-place finishes on the premier series, in Anaheim, California, and Lincoln, Nebraska, before earning his career-first berth to the PBR World Finals.
- On bull riding's biggest stage, Pereira went 2-for-5 en route to finishing 18th.
- Pereira concluded the 2021 season ranked a career-high No. 23 in the world.

### 2022-2023:

- Pereira proved his career-best year was no fluke in 2022, once again finishing inside the world's Top 30.
- The Brazilian caught fire towards the end of January, going a perfect 3-for-3 in Duluth, Georgia, and securing the victory - his first premier series win - by posting a monstrous career-high 91.75-point ride atop Chiseled in the championship round.
- Pereira again finished inside the Top 20 the following weekend, concluding the Sacramento, California, tour stop 14th and surging to No. 9 in the world by the end of January.
- A staple on the top tour for the remainder of the season, Pereira recorded two additional Top-15 finishes to remain inside the world's Top 35 and qualify for the PBR's debut World Finals in Fort Worth, Texas ranked No. 31.
- Once inside Dickies Arena, Pereira locked in for Round 1, covering Homegrown for 85.75 points. However, disaster struck in Round 2, when Pereira was bucked off in a rematch with Chiseled, breaking his right clavicle and sidelining him for the remainder of the event. When the dust



settled, Pereira finished 26th at the 2022 PBR World Finals and No. 28 in the world.

- After going undrafted in the inaugural PBR Teams Draft, the Missouri Thunder signed the Brazilian as a free agent just days later. He was added to the team's protected roster in August and went 3-for-11 with the Thunder to help them to a 13-15 regular season record, giving them the No. 6 seed heading into the inaugural PBR Teams Championship.
- In Las Vegas, the Thunder fell to the Arizona Ridge Riders in Round 1, a game in which Pereira was bucked off by The Undertaker and were then eliminated from contention by the Freedom in the first Last Chance Game.
- Looking to bounce back in 2023, Pereira once again had his season cut short due to injury.
- The resilient cowboy got off to a strong start, finishing inside the Top 20 in seven of his first eight events, pushing him to the No. 16 spot in the Unleash The Beast standings to start February.
- After logging two additional Top-15 finishes, riding to a sixth-place result in Los Angeles in February and a 12th-place result in Little Rock, Arkansas, to start March, Pereira suffered a broken hand and left foot, missing the next month of the season.
- While he tried to make a late-season comeback, Pereira was shut out at his return in mid-April in Billings, Montana, regravating his right-hand injury that required surgery, keeping him out of the PBR's 30th Anniversary World Finals.
- The Brazilian returned to the Missouri Thunder for the 2023 PBR Teams season, but he failed to find his groove, going 0-for-8. The Thunder finished the year No. 8 in the standings with an 8-20 record.
- At the 2023 PBR Teams Championship, the Thunder fell to the eventual champion Texas Rattlers, 174-84.5, in Round 1, but rallied and won the first Last Chance Game to advance to Round 2 of the progressive elimination tournament for the first time in team history.
- As competition continued, the Thunder were barely edged by the regular season No. 1 Austin Gamblers, 177.75-174.75, in Round 2, but made PBR Teams Championship history by also winning the second Last Chance Game to advance to the Semifinals where they would again play the No. 1 Austin Gamblers, yet another first for the league.
- In the Semifinals, after establishing an early two-ride lead, the Thunder were defeated in walk-off form, eliminated on the final out, 256-172. In the Third Place Game against the Arizona Ridge Riders, Pereira made his 2023 postseason debut, but was bucked off Mr. Right Now in 3.7 seconds. When the dust settled Missouri was shut out, finishing season No. 4 in the league.
- Pereira also competed on the PBR Challenger Series, placing 10th at the PBR Stockyards Showcase in August. He then tallied two more Top-5 finishes at the weekly event inside Cowtown Coliseum in September and October and tacked on another Top-5 finish in Owensboro, Kentucky, later that month.
- At the PBR Challenger Series Championship, the Brazilian attempted to make a surge up the standings but was bucked off by The Intimidator in 2.49 seconds to end his campaign.



## JESSE PETRI

Resilient Florida native Jesse Petri made his presence known in 2021. After a potentially disastrous injury sidelined him during his very first outing on the premier Unleash The Beast, Petri rebounded in true cowboy fashion, delivering a career-best season, including his first event win on the premier series, en route to qualifying for his career-first PBR World Finals. All eyes are sure to be on laser-focused Petri and what he can accomplish in future seasons among the world's best bull riders, both within individual competition and the PBR Teams league.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

2

### HOMETOWN

GENEVA, FLORIDA

### RESIDENCE

DUBLIN, TEXAS

### HEIGHT

6'0"

### WEIGHT

165

### BORN

12/9/1997

### RIDING HAND

LEFT

### CAREER EARNINGS

\$319,762

### HIGH-MARKED RIDE

90 POINTS ON DIDDY WA DIDDY IN CHEYENNE, WYOMING, ON JULY 27, 2021



### AWARDS:

- 2022 PBR TEAMS FIFTH-ROUND DRAFT PICK BY THE MISSOURI THUNDER
- MEMBER OF THE 3RD PLACE ARIZONA RIDGE RIDERS DURING THE 2023 PBR TEAMS SEASON

### TEAMS TRANSACTIONS:

- May 23, 2022: Selected in the fifth round of the PBR Teams Draft by the Missouri Thunder.
- May 22, 2023: Signed as a free agent by the Arizona Ridge Riders.
- October 18, 2023: Marked as a Protected Rider by the Arizona Ridge Riders.

### JOURNEY TO THE PBR:

- Jesse Petri began his career at the age of 9 while living in Montana after he convinced his resistant mother, Valerie, to let him attend a Rodeo Bible Camp in Bozeman.
- While his family spent just a year in Big Sky Country, returning to Florida, Petri remained enamored by western sports. He began to watch videos of successful Florida bull riders, such as 2011 Ring of Honor inductee Tater Porter, and he would scan the internet for highlights of PBR greats Justin McBride, J.W. Hart, Michael Gaffney, Chris Shivers, and Ross Coleman.
- In his teenage years, Petri both excelled in high school competition, crowned the 2016 Florida High School Rodeo Association state champion bull rider for Oviedo High School, and



crisscrossed Florida seeking practice sessions and open events to compete in.

- Petri remembers driving every Wednesday an hour-and-a-half down Interstate 4 in central Florida to get on practice bulls at C.J. Brown's home, while on Saturday nights, Petri frequented the Westgate River Ranch Rodeo, where he could sometimes take home \$500 to \$600.
- After graduating high school, Petri went on to compete in the collegiate ranks, earning a rodeo scholarship to attend Trinity Valley Community College.

## CAREER IN REVIEW:

### 2016-2020

- Petri made his PBR debut in 2016, competing at the Lafayette, Louisiana, Touring Pro Division event.
- While he made one more appearance in PBR competition in 2016, and competed sporadically throughout 2019 and 2020, Petri's focus in the early years of his career was qualifying for the National Finals Rodeo.
- Petri, however, was held back by a series of injuries including a broken leg in 2018 and three surgeries on his free arm elbow. He also broke his elbow in back-to-back seasons, and his best finish in the PRCA standings came in 2019 at No. 30.

### 2021

- In 2021, Petri made the shift to PBR, beginning his quest to qualify for his first PBR World Finals.
- Petri won his first PBR event in late February, topping the field at the Pendleton Whisky Velocity Tour event in North Charleston, South Carolina and compliments of the victory, in March 2021, made his Unleash The Beast debut in Glendale, Arizona.
- However, as quick as he was to find success in Arizona, covering his Round 1 opponent Vertigo Spy for 87 points, Petri was relegated to the sidelines. In Round 2, after covering Rack City Dreamin for 63.25 points, Petri was stepped on during his dismount, sustaining a Grade 3 lacerated liver, bruised lung and a broken rib. As a result, Petri faced a 6-12-week recovery after being released from the hospital.
- Sideline for just six weeks, Petri returned to action in late April for the Unleash The Beast stop in Nampa, Idaho, finishing 17th.
- Despite being shut out in his next three events, as the first half wound to a close, Petri regained his premier series form in Jacksonville, Florida, winning his first elite tour round at the PBR Bad Boy Mowers Invitational, presented by Union Home Mortgage, via an 88.75-point score on Hard Shot in Round 2. He went 2-for-3 and finished third, nearly doubling his then career ride total on the premier series, improving from 3-for-10 entering the tour stop to 5-for-13 leaving Jacksonville.
- Petri's success continued in the subsequent Unleash The Beast events, finishing sixth in Las Vegas in mid-June, and fourth at the Last Cowboy Standing Major in late July in Cheyenne, Wyoming.
- In Wyoming, Petri registered his first 90-point ride on the premier series, covering Diddy Wa Diddy for 90 points in Round 2.
- During the second half, Petri made a shift in his diet and workout routine, curtailing his trips to fast food restaurants and spending more time in the gym, listening to music and visualizing his goals while working out.
- The lifestyle change proved dividends. In mid-October following the shift, Petri won his first Unleash The Beast event in Manchester, New Hampshire. Going 2-for-3, he rode Dr. Campbell for 89 points in Round 1, before clinching the win with an 87.5-point ride on WSM's Foghorn Leghorn in the championship round. He earned a crucial 126 world points and cracked the Top 15 in the world standings, climbing from No.19 to No. 13.
- Qualifying for his career-first PBR World Finals at year's end, Petri concluded 2021 ranked a career-high No. 17 in the world, also finishing fourth in the hotly contested Rookie of the Year race.

### 2022-2023

- In 2022, Petri displayed flashes of the promise he showed during his rookie campaign but was unable to find his top form consistently throughout the year.



- The Florida native rode to two Top 10 finishes on the Unleash The Beast in January, but was ultimately cut from tour, failing to qualify for his second World Finals.
- In the inaugural PBR Teams Draft, Petri was taken in the fifth round by the Missouri Thunder, where he would have one ride in seven outs for Ross Coleman's squad. The Thunder finished the regular season with a 13-15 record, sixth in the league. In the playoffs, the Thunder fell to the Arizona Ridge Riders in Round 1 and were then eliminated by the Oklahoma Freedom in the first Last Chance Game.
- Petri delivered the best premier series season of his career in 2023, bouncing back from his down year in 2022 to finish inside the Top 15 for the first time.
- Unable to make the 8 in his first two events of the season, Petri quickly righted his momentum, recording a ride in six of his next eight events, highlighted by a second-place finish in Manchester, New Hampshire. The stretch allowed him to surge to the No. 10 rank in the Unleash The Best standings ahead of February.
- After finishing seventh in Sacramento, California, the first weekend in February, Petri lost his rhythm, but quickly reclaimed his title-contending form in New Orleans in mid-March, winning his first event of the year by going 2-for-3. Also riding to an eighth-place finish in Sioux Falls, South Dakota, to end the month of March, the Texan began the final month of the season ranked firmly inside the Top 10, No. 8 in the gold buckle battle.
- After getting mired in another buckoff streak, Petri entered the 2023 PBR World Finals in Fort Worth, Texas, ranked No. 11. Proving his resilience in front of his home state, the young cowboy found his groove after being bucked off in the first three rounds. Locking in, Petri lasted the 8 in three-straight outs, and finished the World Finals fifth, going 3-for-8. He concluded the season a career-best No. 12 in the Unleash The Beast standings.
- The Arizona Ridge Riders signed Petri as a free agent on May 22, inking him to their Reserve Roster. Petri was shut out in his five outs during the regular season with his new squad as he battled back from a broken collarbone sustained at the Camping World Team Series event in Kansas City, Missouri, in early August.
- After Arizona went 13-15 and finished No. 5 in the regular season, Petri was elevated to the team's Protected Rider ahead of the postseason.
- At the 2023 PBR Teams Championship in Las Vegas, Arizona defeated the Carolina Cowboys, 344-265.5, in Round 1 before advancing to their second-consecutive Semifinals with a 160.25-86.75 victory against the Kansas City Outlaws in Round 2.
- After failing to convert in their 175.25-0 loss to the eventual Champion Texas Rattlers in the Semifinals, Arizona bounced back one more time, trouncing the Missouri Thunder, 344.75-0, in the Third Place Game. While Petri was tapped to ride in the Third Place Game, he was not one of the roster's scoring riders, bucked off by Brusta in 5.35 seconds.



## TATE POLLMEIER

Tate Pollmeier may be a relatively new name in the PBR, but he has long been on the radar of bull riding fans, as a two-time Kansas State High School Rodeo Champion and International Finals Youth Rodeo Champion. As soon as he turned 18 and was eligible to ride in the PBR, Pollmeier declared for the inaugural PBR Teams Draft and was selected by the Kansas City Outlaws, later traded to the Oklahoma Freedom. Once on Oklahoma's roster, Pollmeier began to deliver, helping lead the team to a fourth-place finish at the first PBR Teams Championship in Las Vegas in 2022. A star on the rise, Pollmeier is primed to become a force on tour and within the league for years to come.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

1

### HOMETOWN

FORT SCOTT, KANSAS

### RESIDENCE

FORT SCOTT, KANSAS

### HEIGHT WEIGHT

5'10 155

### BORN

3/23/2004

### RIDING HAND

RIGHT

### CAREER EARNINGS

\$180,209

### HIGH-MARKED RIDE

91.25 POINTS ON HUCKLEBERRY  
IN LITTLE ROCK, ARKANSAS, ON  
MARCH 3, 2023



### AWARDS

- MEMBER OF THE 4TH-PLACE OKLAHOMA FREEDOM DURING THE 2022 PBR TEAMS SEASON
- 2022 PBR TEAMS FIFTH-ROUND DRAFT PICK BY THE KANSAS CITY OUTLAWS

### TEAMS TRANSACTIONS:

- May 23, 2022: Selected in the fifth round of the PBR Teams Draft by the Kansas City Outlaws.
- September 20, 2022: Signed by the Oklahoma Freedom to the Protected Roster.
- December 15, 2022: Signed as a free agent and marked as a Protected Rider by the Oklahoma Freedom.

### JOURNEY TO THE PBR:

- As many do, Pollmeier began learning to ride atop sheep. Beginning his career at the young age of 4, his father, Mark, continued to teach him, along with his brother, Coy. As they got older, Tate, alongside his brother eventually progressed to bulls, honing their craft for their burgeoning professional career.
- Pollmeier showed his riding prowess at a young age, becoming a two-time Kansas State High



School Rodeo Champion, while also winning the International Finals Youth Rodeo in both 2021 and 2022.

### CAREER IN REVIEW:

#### 2022:

- Pollmeier's PBR career began when he was drafted in the fifth round of the inaugural PBR Teams draft with the 36th overall pick by the Kansas City Outlaws. The young Kansas native made his league debut at the preseason event in Bismarck, North Dakota, and logged his first score the following weekend in Tryon, North Carolina, marked 84.75 points atop Mic Drop against the Texas Rattlers.
- After spending the first two months of the season as a member of the Outlaws, Pollmeier was signed to the Oklahoma Freedom's protected roster on September 20 and went 2-for-6 under Head Coach Cord McCoy during the regular season as the Oklahoma Freedom finished third with a 16-12 record.
- During the inaugural PBR Teams Championship, Pollmeier and the Freedom rebounded from a Round 1 loss and fought through the first Last Chance game to remain in the title hunt. After knocking out the Carolina Cowboys to reach the Semifinals, Oklahoma fell to the Arizona Ridge Riders, and ultimately finished fourth after losing to the Texas Rattlers in the Third-Place game.

#### 2023:

- In his rookie PBR season in individual competition, Pollmeier proved he belonged among the best bull riders in the world, finishing inside the Top 20 in the Unleash The Beast standings, winning five elite tour rounds in the process, and fifth in the Rookie of the Year race.
- Pollmeier started strong, logging Top-20 efforts at his first four events of the season, rising to No. 27 in the Unleash The Beast standings by mid-January.
- Throughout the rest of the campaign, the Kansan added four Top-5 finishes, highlighted by a second-place finish in Nampa, Idaho, during the first weekend of April, rising to the No. 12 spot in the standings entering his first PBR World Finals.
- In Fort Worth, Pollmeier went 1-for-7 and finished 27th. He concluded his first elite tour season No. 16 in the Unleash The Beast standings.
- Pollmeier returned to the Oklahoma Freedom for the 2023 PBR Teams season but had his campaign cut short by injury after aggravating a lingering hip issue at the league's event in Kansas City, Missouri, in early August. Despite Pollmeier's absence, the Freedom finished the season ranked No. 4 in the league with a 14-14 record.
- During the 2023 PBR Teams Championship, Oklahoma defeated the defending champion Nashville Stampede, 262-261.5, in Round 1 but were bested, 170.75-87, in Round 2 by the eventual Champion Texas Rattlers.
- The Freedom were unable to rebound in the second Last Chance Game, eliminated from the tournament by the Missouri Thunder, concluding the league's second season No. 6.



## BRAIDY RANDOLPH

Despite many doctors telling Braidy Randolph he would never ride again after suffering an infection in his broken left leg in 2019, the gritty Pennsylvanian battled back. After mounting a burgeoning rodeo career, Randolph transitioned to the PBR in 2022 when he was signed by the Texas Rattlers and has been a force since. While an individual gold buckle still remains a goal for Randolph, in 2023 he added a Teams World Championship with the Texas Rattlers to his list of accomplishments, as he continues to prove that heart and try matter a lot more for bull riders than the part of the country they come from.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

1

### HOMETOWN

JONESTOWN, PENNSYLVANIA

### RESIDENCE

STEPHENVILLE, TEXAS

### HEIGHT | WEIGHT

5'9 | 160

### BORN

08/07/2000

### RIDING HAND

RIGHT

### CAREER EARNINGS

\$314,390

### HIGH-MARKED RIDE

90.25 POINTS ON UTZ BESTEX SMOKESTACK AT THE PBR CAMPING WORLD TEAM SERIES EVENT IN NASHVILLE, TENNESSEE, ON AUGUST 18, 2023

### AWARDS

- MEMBER OF THE 2022 PBR TEAMS 3RD-PLACE TEXAS RATTLEERS
- MEMBER OF THE 2023 PBR TEAMS CHAMPION TEXAS RATTLEERS



### TEAMS TRANSACTIONS

- July 16, 2022: Signed as a free agent by the Texas Rattlers.
- July 31, 2022: Marked as a Protected Rider by the Texas Rattlers.
- February 23, 2023: Marked as a Protected Rider by the Texas Rattlers

### JOURNEY TO THE PBR:

- Braidy Randolph began riding at the age of 5, drawn to the sport by its fun nature. With a natural aptitude for the sport, competing alongside the likes of Stetson Wright, Randolph ultimately dropped out of high school as a sophomore to begin his professional career.
- In 2019, Randolph broke both his tibia and fibula in his left leg, requiring immediate surgery. Randolph's leg rejected the metal rods, and he was re-hospitalized for two months after being unable to walk, leading him to shed more than 30 pounds. While doctors were concerned that he might never walk again, Randolph defied the odds, though he has a noticeable hitch in his step to this day.
- Randolph went through a grueling rehab but was able to return to competition, then primarily riding amongst the PRCA ranks.



**CAREER IN REVIEW:****2022:**

- Randolph made his PBR debut in 2022 after he was signed by the Texas Rattlers in mid-July and was quickly inked to the team's protected roster later that month.
- The Pennsylvanian went 4-for-19 with the Rattlers during the regular season, helping the team to advance to the PBR Teams Championship No. 2 in the league with a 16-12 record, earning a first-round bye in Las Vegas.
- The Rattlers concluded the regular campaign with a record-setting 10-game win streak, while also winning a league-best three consecutive events, including their inaugural Rattlers Day homestand.
- During the 2022 PBR Team Championship in Las Vegas, the Rattlers were defeated by the Arizona Ridge Riders in Round 2. Following the loss, Texas rallied to win the second Last Chance Game, which included a clutch 85.5-point ride from Randolph aboard Casper. After falling to the Nashville Stampede in the Semifinals, the Rattlers bounced back one more time, defeating the Oklahoma Freedom in the Third Place Game to conclude the league's inaugural season No. 3 in the standings.

**2023:**

- Building on his Teams success, Randolph put together a strong rookie campaign, finishing third in the race among first-year riders on the premier series, and firmly inside the Top 15 of the Unleash The Beast standings.
- Randolph recorded his first ride on the premier series in St. Louis, Missouri, where he went 2-for-3 to finish seventh. Following the early season success, Randolph remained hot as the tour traveled to Minneapolis, Minnesota, and Albany, New York, finishing fifth and ninth, respectively, to rise to No. 18 in the standings to begin the 2023 calendar year.
- While he was shut out in New York City, Randolph quickly reclaimed his title-contending form the subsequent five weekends, finishing inside the Top 20 at each elite tour stop. The consistency allowed Randolph to be ranked No. 29 in the standings as the March slew of events began.
- In mid-April, Randolph logged his career-best finish on the premier series in Everett, Washington, where he finished second. Despite missing the last event of the regular season after breaking his leg in Tacoma, Randolph was ranked No. 26 in the standings heading into his first career World Finals.
- At the PBR's 30th Anniversary World Finals in Fort Worth, Randolph put on a show despite battling through a broken leg. After being bucked off in Round 1, the young cowboy rallied to put together back-to-back rides in Round 2 and Round 3. Then, despite a setback in Round 4, Randolph set his career-high-marked ride atop Cherry Bomb in Round 5, marked 89.25 points.
- Going 3-for-8 to finish fourth at his first World Finals, he rocketed up to the No. 13 spot in the Unleash The Beast standings.
- Returning to the Rattlers for a second season in 2023, Randolph went 9-for-22 for the team. Despite a slow start, the Rattlers gained momentum in September, winning in Ridgedale, Missouri, for the second consecutive season before again winning their homestand in Fort Worth, Texas, in October. In their home venue, Dickies Arena, where the team remains undefeated, Randolph delivered two clutch rides, including an 83.5-point score on Centerfold to lead Texas to an upset win against the regular-season No. 1 Austin Gamblers, and an 86.25-point effort atop Dr. Campbell to propel the Rattlers to victory against the 2022 Teams Champion Nashville Stampede.
- Courtesy of the second-half surge, the Rattlers concluded the regular season No. 3 in the league with a 16-12 record.
- At the 2023 PBR Teams Championship, the Texas Rattlers continued to ride red-hot, defeating the No. 8 Missouri Thunder, 174-84.5, to advance to Round 2. There, the Rattlers downed the No. 4 Oklahoma Freedom, 170.75-87, to advance to the team's second-consecutive Semifinals.
- On a seemingly unstoppable roll, the Rattlers beat the Arizona Ridge Riders with ease, 175.75-0, to advance to the Championship Game for the first time in team history.
- In the Championship Game, the Rattlers took on the regular-season No. 1 and their in-state rival Austin Gamblers. In a Lone Star State Showdown, the Rattlers went 4-for-5 to win the 2023 PBR Teams Championship by 90 points, 355.25-265.25.



## TRACE REDD

Growing up with two older brothers, Trace Redd was surrounded by the Western lifestyle from the moment he was born. After his brother Ty passed away at the age of 14, Redd was determined to become one of the best bull riders in the world, stitching "Ride 4 Ty" into his vest as he competed at high school rodeos across the country. After winning his first Challenger Series event in Twin Falls, Idaho, Redd's early success caught the eye of Texas Rattlers Head Coach Cody Lambert. The young cowboy quickly found success with the Rattlers and helped propel them to a PBR Teams Championship in 2023. Always riding with his brother in mind, Redd now has his eyes set on an individual gold buckle.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### HOMETOWN

MALAD, IDAHO

### RESIDENCE

MALAD, IDAHO

### HEIGHT WEIGHT

140 5'6

### BORN

3/24/05

### RIDING HAND

RIGHT

### CAREER EARNINGS

\$47,499

### HIGH-MARKED RIDE

91 POINTS ON HUNTER AT THE PBR TEAMS EVENT IN GREENSBORO, NORTH CAROLINA, ON SEPTEMBER 22, 2023.



### AWARDS

- MEMBER OF THE 2023 PBR TEAMS CHAMPION TEXAS RATTLEERS.

## TEAMS TRANSACTIONS

- August 24, 2023: Trace Redd was signed as a free agent by the Texas Rattlers.

## JOURNEY TO THE PBR:

- Growing up with two older brothers who also rode, bull riding and rodeo has always been a part of Redd's life.
- After his brother Ty, who twice qualified for the Western Mini Bull Finals in Montana, passed away at the age of 14, Redd became determined to become the best bull rider he could be. Sporting "Ride 4 Ty" stitched into his vest, the young bull rider competed in high school rodeos in Wyoming, Idaho, and Utah, finishing runner-up at the Utah High School Rodeo Association Finals in Heber City three straight years from 2021-2023.



**CAREER IN REVIEW:****2023**

- Redd made his PBR debut at the PBR Stockyards Showcase in Fort Worth, Texas, in April, but the young cowboy was shut-out until breaking through and winning his first Challenger Series event in his home state at Twin Falls, Idaho in June.
- Now in a groove, Redd tallied three Top-5 finishes in his next four events and recorded a ride in every event he competed at during July. After tacking on another Top-5 finish in Redmond, Oregon, the Texas Rattlers inked the teenager to a deal on August 24 as a Reserve Rider.
- Shut out in his PBR Teams debut in Ridgedale, Missouri, in mid-September as the Rattlers won the event for the second consecutive season, Redd immediately rebounded, covering Hunter for a monstrous, career-high-setting, 91 points in Greensboro, North Carolina, the very next weekend.
- Red went 3-for-6 with the Rattlers, helping the team mount a late-season surge that included remaining undefeated in Dickies Arena to win their home stand for the second-straight season. Texas finished No. 3 in the regular season with a 16-12 record.
- At the 2023 PBR Teams Championship, the Texas Rattlers continued to ride red-hot, defeating the No. 8 Missouri Thunder, 174-84.5, to advance to Round 2. There, the Rattlers downed the No. 4 Oklahoma Freedom, 170.75-87, to advance to the team's second-consecutive Semifinals.
- On a seemingly unstoppable roll, the Rattlers beat the Arizona Ridge Riders with ease, 175.75-0, to advance to the Championship Game for the first time in team history. Redd made his postseason debut against the Ridge Riders but was bucked off by Snap Chatter in 6.21 seconds.
- In the Championship Game, the Rattlers took on the regular-season No. 1 and their instate rival Austin Gamblers. In a Lone Star State Showdown, the Rattlers went 4-for-5 to win the 2023 PBR Teams Championship by 90 points, 355.25-265.25.
- In addition to his out on at the PBR Teams Championship, Redd also competed in the PBR Challenger Series Championship in Las Vegas. After being offered a re-ride in Round 1, Redd rocketed out of the chutes atop WSM's Sun Country but was bucked off in a heartbreaking 7.19 seconds. The Idahoan attempted to bounce back in Round 2 but was bucked off War Department in 2.84 seconds.



## AUSTIN RICHARDSON

Growing up with 2008 PBR World Champion Guilherme Marchi for a nearby neighbor, Texan Austin Richardson received an assist in his path to becoming a surging talent on the elite Unleash The Beast and newly launched PBR Teams league. Despite battling injury in 2021, including a broken collarbone that required surgery, Richardson was resilient, returning to the PBR World Finals for the second time in his career by season's end, and registering his first 90-point ride on the elite tour. Now a staple on the premier series, Richardson has his eyes set on a gold buckle and bringing a PBR Teams Championship to Texas for the Austin Gamblers.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

4

### HOMETOWN

WILMER, TEXAS

### RESIDENCE

DALLAS, TEXAS

### HEIGHT | WEIGHT

5'6" | 135

### BORN

1/24/2000

### RIDING HAND

RIGHT

### CAREER EARNINGS

\$474,872

### HIGH-MARKED RIDE

94.5 ON WOOPAA IN TULSA, OKLAHOMA, ON APRIL 15, 2022.



### AWARDS

- 2022 PBR TEAMS SECOND-ROUND DRAFT PICK
- MEMBER OF THE 2022 PBR TEAMS REGULAR SEASON NO. 1 AUSTIN GAMBLERS
- MEMBER OF THE 2023 PBR TEAMS REGULAR SEASON NO. 1 AND PBR TEAMS CHAMPIONS RUNNER-UP AUSTIN GAMBLERS

### TEAMS TRANSACTIONS:

- May 23, 2022: Selected in the second round of the PBR Teams Draft by the Austin Gamblers.
- March 1, 2023: Marked as a Protected Rider by the Austin Gamblers.

### JOURNEY TO THE PBR:

- Austin Richardson grew up 20 minutes south of Dallas on his grandparents' farm - the BuckBranch Equestrian Center - but it was his childhood friend, Zach Laney, who convinced him to get on a mini bull when he was 12.
- Friends since age 5, Richardson and Laney would often mess around and ride sheep. Ring of Honor inductee and 2008 PBR World Champion Guilherme Marchi lived right behind Laney in Ferris, Texas, and he would often let the boys come over to train and get on practice bulls.
- Since the age of 11, Richardson has been close with fellow present-day Unleash The Beast standout Mason Taylor. Meeting in a senior steer riding event, the two have remained friends, progressing through the ranks together.



- While Richardson wouldn't make his PBR World Finals debut until 2019, he attended the 2014 PBR World Finals when he was competing at the mini bull rider World Finals that year.

## CAREER IN REVIEW:

### 2018-2020:

- Richardson made his PBR debut in his home state in 2018, riding at the Touring Pro Division event in Stephenville.
- Three events into his career, Richardson rode to his first Top 10 effort in early April, concluding the Ivins, Utah developmental tour event sixth.
- Later that month, Richardson made his debut on the elite Unleash The Beast, first competing on the premier series in Billings, Montana.
- Competing across North America throughout 2018, Richardson earned his first event win with the organization in mid-May in Ottawa, Ontario, Canada.
- Richardson continued to find mixed success in 2018, earning an additional four Top 10 efforts before year-end.
- In 2019, Richardson's momentum continued, and courtesy of three Top 5 efforts on the Pendleton Whisky Velocity Tour, he reached another key milestone.
- In November, Richardson earned his career-first berth to the PBR World Finals via the Pendleton Whisky Velocity Tour Finals. Going a near-perfect 2-for-3, Richardson finished second at the season-ending event to punch his ticket to his career-first PBR World Finals at just 18 years of age.
- In 2020, Richardson hit a slump, going a mere 4-for-29.

### 2021:

- The young Texan righted his course in 2021.
- In April, Richardson earned his first Pendleton Whisky Velocity Tour event, dominating the field in mid-April in Grand Forks, North Dakota, en route to returning to the premier Unleash The Beast for the first time since 2018.
- After bouncing between tours throughout the remainder of the first half, Richardson began the summer push with a long slate of events he anticipated to compete at, including the elite Unleash The Beast event in Las Vegas in early June where he finished a career-best third.
- Richardson's plans, however, were put on hold after getting his arm stomped in late June at an Ultimate Bull Team Challenge event in Rapid City, South Dakota.
- After being sidelined for a month, he returned to competition in late July and picked up right where he left off. Less than a month later at the premier series event in Nashville, Tennessee, Richardson reached a critical career milestone when he won Round 2 of the Music City Knockout courtesy of his career-first 90-point ride, and what remains the high-marked ride of his career, covering Medicine Man for 91.75 points.
- After avoiding significant injury during the summer, Richardson once again found his season in jeopardy in early October when he broke his right collarbone in San Antonio, Texas, after bucking off Capone in 5.68 seconds. Richardson needed 13 screws and a plate to correct the break.
- Just 24 days after surgery, Richardson returned in time for both the Pendleton Whisky Velocity Tour Finals and his second appearance at the PBR World Finals.
- For the first time, Richardson concluded a year ranked inside the world's Top 35, finishing the year No. 31 in the standings.

### 2022-2023:

- Richardson delivered a career year in 2022, finishing inside the world's Top 10 for the first time, and being a key member of the Austin Gamblers in the inaugural PBR Teams season.
- After recording two Top 10 finishes in January on the elite Unleash The Beast, Richardson won the first premier series event of his career in Oklahoma City, and tacked on a 10th place finish in Los Angeles, catapulting to No. 11 in the standings at the end of February.



- The Texan lost his stride in March, making the 8 just once in Glendale, Arizona. However, Richardson rebounded and caught fire in April, recording back-to-back Top 10 finishes to start the month before winning his second event of the year in Tacoma, Washington.
- Staying in championship form, Richardson recorded the highest-marked ride of his career, a monstrous 94.5-point performance atop Woopaa in Round 1 of the elite Unleash The Beast event in Tulsa, Oklahoma. In Round 2, Richardson was paired with Mike's Effect, who he rode for 87.5 points to remain atop the event leaderboard, but he suffered another broken collarbone on the dismount and was unable to ride in the championship round, finishing the tour stop third. The finish propelled him to No. 9 in the world standings heading into his third career World Finals.
- At the first-ever PBR World Finals in Fort Worth and nursing his injured collarbone, Richardson proved his grit but was unable to find his footing and make a run at a gold buckle, ending the season ranked a career-best 11th in the standings.
- Seeing his potential, the Austin Gamblers selected Richardson with their second-round pick in the inaugural PBR Teams Draft. While Richardson only went 2-for-19 in the regular season, the Gamblers finished with a 16-12 record, ranked No. 1 in the league to earn a first-round bye in the PBR Teams Championship.
- In Las Vegas, Austin fell to the eventual-champion Nashville Stampede in Round 2 before being bounced from the tournament by the Texas Rattlers in the second Last Chance Game.
- Logging four Top 10 finishes on the premier series in 2023, Richardson finished inside the Top-35 for the third-consecutive season.
- Across his first eight events of the year, the Texas cowboy alternated between finishing inside the Top 10 and being unable to make the 8 while battling injury, leading him to be ranked No. 39 in the Unleash The Beast standings in mid-April. After tacking on another Top 20 finish, Richardson entered the PBR's 30th Anniversary World Finals ranked No. 38.
- In Fort Worth, Richardson won Round 2 with an impressive 89.75-point ride atop Black Gold, his first career World Finals round win. Richardson, however, failed to make the 8 the remainder of the event, finishing tied for 14th, to conclude the 2023 individual season No. 28 in the standings.
- Richardson returned to his home state Austin Gamblers for the second season of PBR Teams in 2023, going 2-for-11. The Gamblers got off to a hot start, winning the league events in Cheyenne, Wyoming, Anaheim, California, and their homestand in Austin, Texas, building an early lead in the rankings. Later in the campaign, the Gamblers won a PBR Teams record fourth event when they went 3-0 to win the event in Greensboro, North Carolina. While the Gamblers cooled off in the final events of the season, the team hung on at the final event in Fort Worth, Texas, to secure their second-consecutive regular season No. 1 ranking heading into the 2023 PBR Teams Championship.
- As Round 2 got underway in Las Vegas for the second iteration of the progressive elimination tournament, the Austin Gamblers dispatched the Missouri Thunder in walk off fashion, 177.75 - 174.75, advancing to the Semifinals for the first time in team history.
- In a PBR Teams Championship first, Austin faced the Missouri Thunder a second time after the league's No. 8 team won the second Last Chance Game. After being shut out and falling behind by two ride scores early, the Gamblers battled back, again walking off the Thunder, 256-172.
- Advancing to the team's first Championship Game, the Gamblers posted three rides, but it wasn't enough to take down the red-hot Texas Rattlers, who won the Championship by 90 points, 355.25-265.25.



## COY ROBBINS

At just three years of age, while viewing a PBR event with his family, Coy Robbins told his mom that she would be watching him ride bulls on television one day. The Albertan made that dream come true by becoming one of the PBR's most dedicated riders, crowned the inaugural PBR Canada Rookie of the Year in 2017. An athlete off the dirt as well, Robbins took on an incredible challenge in 2021, running four miles every four hours for 48 hours in support of the Ty Pozzobon Foundation. Despite battling numerous injuries, Robbins has a knack for coming back stronger and is ready to make his mark in the United States after emerging as an annual contender for the PBR Canada Championship.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### HOMETOWN

CAMROSE, ALBERTA

### RESIDENCE

CAMROSE, ALBERTA

### HEIGHT WEIGHT

5'8 142

### BORN

6/23/99

### RIDING HAND

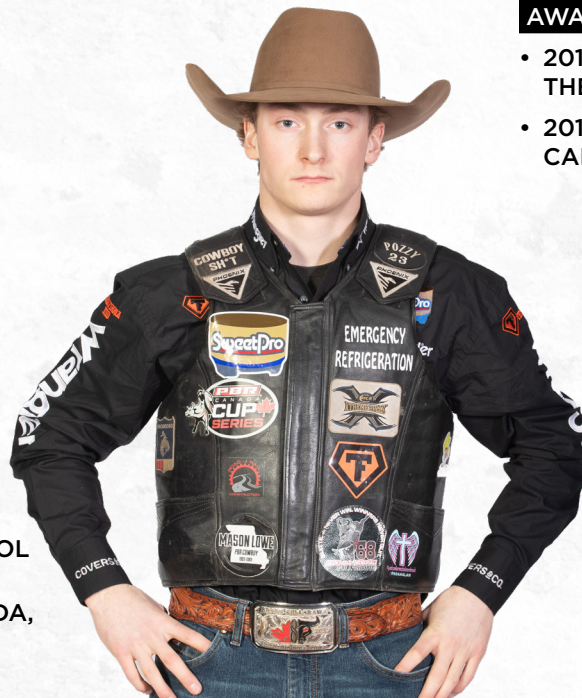
RIGHT

### CAREER EARNINGS

\$120,878

### HIGH-MARKED RIDE

85.25 POINTS ON PLENTY COOL AT THE PBR GLOBAL CUP IN EDMONTON, ALBERTA, CANADA, ON NOVEMBER 10, 2018.



### AWARDS

- 2017 PBR CANADA ROOKIE OF THE YEAR
- 2017 PBR GLOBAL CUP TEAM CANADA QUALIFIER.

## JOURNEY TO THE PBR:

- At the tender age of three, as he watched the PBR on television, Robbins proclaimed that he would become a professional bull rider, turning to his mom and saying, "one day you'll be watching me ride bulls on TV."
- Growing up on a ranch, the Albertan learned how to ride bareback horses from his dad and bulls from his uncle.
- Always looking for the next challenge and adrenaline rush, in 2021 Robbins embarked on a feat of athleticism, running four miles every four hours for 48 hours to raise money for the Ty Pozzobon Foundation, a challenge formulated by retired United States Navy SEAL David Goggins.



**CAREER IN REVIEW:****2017-2018:**

- Robbins made his PBR Canada debut less than a month after his 18th birthday, finishing sixth at the Touring Pro Division event in Kinsella, Alberta, in July. The Albertan remained red-hot, posting six additional Top-10 finishes at his next six events to qualify for his first PBR Canada National Finals.
- At the year-end event, Robbins went 2-for-3 to tie for fifth at the National Finals. He concluded the season No. 20 in the nation, crowned the first-ever PBR Canada Rookie of the Year.
- Robbins qualified for Team Canada at the inaugural PBR Global Cup in Edmonton, Alberta, where his tenacity caught the attention of three-time PBR World Champion Adriano Moraes who quickly proclaimed Robbins would be a talent to watch. At the 2017 PBR Global Cup, Robbins recorded his first premier series ride, covering Plenty Cool for 85.25 points to help Team Canada to a third-place finish.
- In 2018, Robbins headed to the United States, making his American debut at a Touring Pro Division event in Fort Worth, Texas, in January. Next heading to the Velocity Tour, the Canadian made the 8 for the first time outside of Canada in Denver, Colorado, finishing 16th.
- After returning home to Canada, however, Robbins season came to an abrupt end while riding at the CPRA event in Red Deer, Alberta. During his dismount atop Wild Child, Robbins was involved in a gnarly wreck, subsequently breaking his humerus and dislocating his shoulder. He had surgery the next day and did not return to the draw the remainder of the season.

**2019-2021:**

- Taking the needed time to recover, Robbins returned to competition in March 2019. After a slow start, the Albertan placed fourth in Moncton, New Brunswick in May. Gaining momentum, Robbins added five additional Top-10 finishes throughout the next two months, culminating in a season-best second-place finish in North Battleford, Saskatchewan in late July.
- Adding one more Top-5 finish in August, Robbins concluded the 2019 campaign No. 18 in Canada.
- With competition limited in Canada in 2020 due to COVID-19 (coronavirus), Robbins, who was also recovering from a pair of surgeries to his shoulder and fibula, rode at just five events, highlighted by a ninth-place effort at the four-part Canadian National Finals, concluding the campaign No. 34 in Canada.
- As competition steadily returned to normal in 2021, Robbins also reclaimed his promising form from 2017. He logged seven Top-10 finishes, including a 10th-place finish at the 2021 National Finals before ending the year No. 18 in the Canadian national standings.

**2022-2023:**

- Robbins had a career year in 2022, breaking into the Top 10 in the PBR Canada national standings for the first time in his career as he became a dark horse contender in the race for the 2022 PBR Canada Championship.
- After finishing seventh at the Canadian Touring Pro Division event in Lloydminster, Saskatchewan, Robbins returned to America to try his luck on the Velocity Tour in January, registering a pair of Top-10 finishes before returning home.
- Robbins reached a crucial career milestone in May, winning his career-first PBR Canada event in Camrose, Alberta. Along with being his first win, the victory came with added significance as the event in Camrose was produced and promoted by Robbins and his partners.
- Despite separating his shoulder in June, Robbins continued to excel on Canadian soil, and before long he was back in the winner's circle, topping the field in Calgary, Alberta, in early July.
- Now red-hot, Robbins won two additional events in the final months of the regular season to qualify for the 2022 PBR Canada National Finals ranked No. 9 in the nation.
- In Edmonton, Alberta, Robbins put on a show for his home province, going a perfect 4-for-4 to finish second inside Rogers Place, coming within two points of an event win. The stellar outing skyrocketed Robbins up the standings to a career-best No. 4 to conclude 2022.



- Robbins had another strong year in 2023, again finishing inside the Top 5 in the PBR Canada national standings.
- In search of his first PBR Canada Championship, Robbins made a statement at his first five events of the season, finishing inside the Top 10 at each tour stop, while also winning in Marwayne, Alberta, in April and in Brooks, Alberta, in May.
- Continuing his momentum, Robbins tallied five additional Top-10 finishes in June and July, culminating in an event win in Maple Creek, Saskatchewan, vaulting to No. 2 in the standings.
- After winning a then season-best fourth Touring Pro Division event of the year in Bowden, Alberta, in August, Robbins added on two more Top-10 finishes to close out the season and enter his fifth PBR Canada National Finals ranked No. 5.
- In Edmonton, Alberta, the Canadian went 2-for-4 to finish the event 11th. He ended the year ranked No. 5 in the PBR Canada standings, 229.84 points short of his first Canadian Championship.



## CASEY ROBERTS

After winning the Bull Riding National Championship in June 2022 at the College National Finals Rodeo, Casey Roberts erupted onto the professional scene, signed as a free agent by the then-Oklahoma Freedom where he quickly made an impact. In just his second out for the Freedom, Roberts delivered a monstrous 90-point ride, setting an early tone for his season. A superstar in the making, Roberts has won at every level he has competed at, and now has his eyes set on a gold buckle and PBR Teams Championship

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### HOMETOWN

MUNFORD, ALABAMA

### RESIDENCE

MUNFORD, ALABAMA

### HEIGHT WEIGHT

5'10 146

### BORN

1/2/2002

### RIDING HAND

RIGHT

### CAREER EARNINGS

\$187,311

### HIGH-MARKED RIDE

90.25 POINTS ON MAGICBRU AGAINST THE AUSTIN GAMBLERS DURING THE PBR TEAMS EVENT IN CHEYENNE, WYOMING, ON JULY 26, 2022



### AWARDS

- MEMBER OF THE 4TH-PLACE OKLAHOMA FREEDOM DURING THE 2022 PBR TEAMS

### JOURNEY TO THE PBR:

- Competing as both a bull rider and baseball player at a young age, Roberts chose to pursue a career in bull riding at the age of nine, following in the footsteps of both his father and grandfather.
- After winning three Alabama High School Rodeo Championships, Roberts took his talents to the collegiate level, competing for Three Rivers College. While enrolled, Roberts was a top talent for the team, winning two of the three rounds at the 2022 College National Finals Rodeo en route to being crowned the 2022 Bull Riding National Champion.



**CAREER IN REVIEW:****2022:**

- Roberts made his PBR debut in January 2022 at the Velocity Tour event in Greenville, South Carolina. Roberts quickly found his groove, riding to three consecutive Top 10 finishes on the Velocity Tour to earn his career-first berth to the Unleash The Beast in early April in Sioux Falls, South Dakota.
- Despite not being selected in the inaugural PBR Teams Draft, Roberts was signed by the then-Oklahoma Freedom as a free agent on May 24.
- During the regular season, Roberts went 5-for-22 for the Freedom to help the team finish third with a 16-12 record. During the season-opener in Cheyenne, Wyoming, Roberts achieved a career milestone in covering MagicBru for a monstrous 90.25 points in the Freedom's game against the Austin Gamblers, his first 90-point ride.
- Seeded third for the inaugural PBR Teams Championship, Roberts and the Freedom rebounded from a Round 1 loss and fought through the first Last Chance game to remain in the title hunt. After knocking out the Carolina Cowboys to reach the Semifinals, Oklahoma fell to the Arizona Ridge Riders and ultimately finished fourth after losing to the Texas Rattlers in the Third-Place game.

**2023:**

- As the 2023 individual campaign got underway, marking his first full Unleash The Beast season, Roberts was sensational, placing inside the Top 20 in four of his first five events of the season throughout December, led by a 10th-place finish in Albany, New York.
- While Roberts briefly backslid in the new calendar year, he concluded January strong, finishing a season-best second in Indianapolis, Indiana, pushing up to No. 17 in the gold buckle race.
- The Alabaman's bid for the 2023 PBR World Championship, however, ended after the first weekend of March, as he missed the remainder of the season with a broken femur and foot that he suffered while competing at the annual The American Rodeo in Arlington, Texas.
- Looking to round himself back into shape as he returned from injury, Roberts competed on the Challenger Series prior to returning to the Freedom, finishing 13th in Big Sky, Montana, on July 20.
- Roberts made his 2023 PBR Teams debut in Anaheim, California, in August, but was bucked off by Mr. Clean in 2.59 seconds. The Alabama cowboy finished the season 2-for-12 for the Freedom, helping them finish No. 4 in the regular season with a 14-14 record.
- At the PBR Teams Championship, the Freedom defeated the league's defending Champion Nashville Stampede in Round 1, 262-261.5. They next battled the eventual champion Texas Rattlers in Round 2 and, despite an 87-point ride by Roberts on Smooth Over It, lost 170.75-87.
- The Freedom were then eliminated from the tournament by the Missouri Thunder in the second Last Chance Game as Roberts was bucked off Erik The Red in 2.77 seconds.



## WYATT ROGERS

Growing up learning from his father, Wyatt Rogers always knew he wanted to be a professional bull rider. A three-time Oklahoma High School State Champion, Rogers went on to earn a Masters in Sports Administration from Southeastern Oklahoma State University and was named the school's athlete of the year in 2016. Rogers was set to become a mainstay on the premier series roster in 2021 before a broken leg and a knee injury caused him to miss significant time. Finally healthy in 2023, Rogers proved his future is bright as he looks to make a run at his first individual gold buckle and PBR Teams Championship.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

4

### HOMETOWN

HULBERT, OKLAHOMA

### RESIDENCE

HULBERT, OKLAHOMA

### HEIGHT

6'1"

### WEIGHT

185

### BORN

10/11/96

### RIDING HAND

RIGHT

### CAREER EARNINGS

\$54,322\*

### HIGH-MARKED RIDE

87 POINTS ON SHAKE & BAKE  
IN SIOUX FALLS, SOUTH  
DAKOTA, ON APRIL 2, 2023



### AWARDS

- 2020 PBR GLOBAL CUP TEAM USA WOLVES QUALIFIER
- MEMBER OF THE 2023 PBR TEAMS REGULAR SEASON NO. 2 KANSAS CITY OUTLAWS

## TEAMS TRANSACTIONS

- July 6, 2022: Signed as a free agent by the Carolina Cowboys.
- July 17, 2023: Signed as a free agent by the Kansas City Outlaws.

## JOURNEY TO THE PBR:

- Growing up in a small town in Oklahoma, Rogers fell in love with bull riding at a young age after riding sheep and learning from his dad, who also rode and produced youth rodeos.
- With a natural aptitude for the sport, Rogers was a three-time Oklahoma High School State Bull Riding Champion and a two-time Central Plains Bull Riding Champion.
- He was also named the Southeastern Oklahoma State University Athlete of the Year in 2016, and he went on to finish his degree and get a Masters in Sports Administration while enrolled. d



**CAREER IN REVIEW:****2017 - 2021**

- Rogers first competed with the PBR in February 2017. Quick to find his groove, Rogers placed sixth in just his second event, the Touring Pro Division stop in Perkins, Oklahoma, in April.
- As his professional career continued, Rogers honed his craft on the Velocity Tour and Touring Pro Division until 2021, when he started to really find his stride.
- During the time, Rogers qualified to ride for the historic all-Native American Team USA Wolves during the 2020 PBR Global Cup USA.
- In 2021, Rogers got off to a hot start on the Velocity Tour before making his elite Unleash The Beast debut in Billings, Montana, in May. Unfortunately for Rogers, while he remained on the premier series the following weekend in Jacksonville, Florida, he broke his right leg.
- Rogers was out of competition until September. He rode at just one additional event before his season came to an end.

**2022**

- Rogers began 2022 by winning the season-launch Velocity Tour event in Reno, Nevada, and followed that up with a 3-for-3 performance to finish third in Denver, Colorado. However, in Denver, Rogers suffered a torn PCL in his knee that kept him from competing until April.
- Rogers returned to compete in mid-April at his home state premier series event in Tulsa. After making two additional Unleash The Beast appearances, Rogers' individual season ended at the Velocity Tour Finals, where he was shut out.
- The Oklahoman returned with a newfound focus during the summer months, competing consistently on the Challenger Series, finishing his season with back-to-back wins in Lincoln, Nebraska, and Tyler, Texas, in October.
- During that time, Rogers' success led him to be signed as a free agent by Carolina Cowboys to their practice squad in July. During the regular season, the Carolina Cowboys went 15-13 to begin the PBR Teams Championship fourth in the league.
- Once in Las Vegas, the Cowboys defeated the Kansas City Outlaws in Round 1 but were eliminated from championship contention after falling to the Oklahoma Freedom in the second round and the Texas Rattlers in the second Last Chance Game.

**2023**

- Courtesy of his Challenger Series success in 2022, Rogers was a staple on the premier series throughout the 2023 campaign, concluding the year a career-best No. 42 in the world after qualifying for his first World Finals.
- The Oklahoman finished inside the Top 20 at three of his first six events, propelling him to No. 29 in the Unleash The Beast standings by mid-January.
- Rogers held steady throughout the next month of events, adding three additional Top-20 finishes by the end of February, ending the month No. 38 in the standings.
- However, Rogers began to reclaim his momentum during the final two months of the regular season, despite battling a knee injury, riding to a season-best sixth-place finish in Sioux Falls, South Dakota, and adding two Top-10 finishes the following week in Everett and Tacoma, Washington, to qualifying for his career-first World Finals ranked No. 37.
- In Fort Worth, Rogers was unable to make the 8 and finished the year ranked No. 42 in the Unleash The Beast standings.
- Prior to the start of the 2023 PBR Teams season, Rogers was signed as a free agent by the Kansas City Outlaws. While Rogers didn't record a score in his seven outs with the Outlaws, the team tumbled to a squad-best 18-10 record in the regular season, securing the No. 2 seed and a first-round bye at the PBR Teams Championship in Las Vegas.
- Once in Sin City, the Outlaws stumbled against the No. 5 Arizona Ridge Riders, 160.25-86.75, in Round 2. The team was unable to rally in the second Last Chance Game, falling to the Missouri Thunder to end their season.



## THIAGO SALGADO

In 2021, at 19 years of age, Thiago Salgado reached the PBR's elite Unleash The Beast, then the second-youngest Brazilian to make it to the top tour. After a career year, capped by his first berth to the PBR World Finals, many have dubbed Salgado, whose celebration backflip is reminiscent of that of 2010 PBR World Champion Renato Nunes, as one to watch. But Salgado isn't navigating his career alone. His mother and father rode bulls, and he's competing side-by-side in the United States with his older brother Adriano. After helping the Nashville Stampede to the inaugural PBR Teams Championship in 2022, Salgado now has his eyes set on an individual world title and bringing a championship to his new team, the Florida Freedom.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

1

### HOMETOWN

NAVIRAI, BRAZIL

### RESIDENCE

WHITESBORO, TEXAS

### HEIGHT

5'4"

### WEIGHT

139

### BORN

4/28/2002

### RIDING HAND

LEFT

### CAREER EARNINGS

\$140,325

### HIGH-MARKED RIDE

91.5 POINTS ON RAZZMATAZZ IN TUCSON, ARIZONA, ON NOVEMBER 26, 2022



### AWARDS

- MEMBER OF THE 2022 PBR TEAMS CHAMPION NASHVILLE STAMPEDE.

## TEAMS TRANSACTIONS

- May 24, 2022: Signed as a free agent by the Nashville Stampede.
- February 10, 2023: Added to the Nashville Stampede's Protected Roster.
- July 17, 2023: Traded to the Oklahoma Freedom and added to the team's Protected Roster.

## JOURNEY TO THE PBR:

- Thiago Salgado's career began at age 5 when he climbed aboard his first calf under the supervision of his older brother, and fellow present-day Unleash The Beast contender, Adriano.
- The two brothers used to play in the backyard like so many other kids with dreams of one day riding in the United States and competing at the PBR World Finals.
- Hailing from a family with a rich history in Western sports, both Salgado's father and mother rode bulls. Salgado's father, Adriano Gonzalez Salgado, was a talented bull rider in Brazil, but he eventually stepped away from the sport to take a job as a ranch hand and provide for his family.



- Growing up, Salgado split time living on a ranch in Batatais, Brazil, and then in the city. After a series of multiple back-and-forth moves, the family settled in Batatais and opened a Western sporting goods store offering handcrafted saddles and safety equipment, such as bull riding vests and custom chaps.
- The orange riding vests that both Salgado and his brother wear, as well as their chaps, are custom-made by their father.
- Growing up, Salgado was enamored by 2010 PBR World Champion Renato Nunes, admiring his grit, aggressiveness and showmanship. Salgado now emulates Nunes in the arena, mimicking his countryman's signature celebratory backflip following a ride.

## CAREER IN REVIEW:

### 2021

- In 2021, Salgado made his PBR debut in the United States riding at the Touring Pro Division event on January 1 in Fort Worth, Texas.
- Quick to find his footing, Salgado finished sixth at his next outing on the developmental tour in Rainsville, Alabama, and less than a month later rode to a runner-up finish on the Pendleton Whisky Velocity Tour in Lexington, Kentucky.
- Riding his early season success, Thiago, at 19 years old, was then the second-youngest Brazilian bull rider to reach the PBR's premier series when he debuted on Feb. 26 in Fort Worth, Texas. Ten-time PBR World Finals qualifier Paulo Crimber is the youngest to debut on the premier series.
- After being shut out in his elite tour debut, Salgado returned to both the Touring Pro Division and Pendleton Whisky Velocity Tour, experiencing mixed success until his season-defining effort on the Unleash The Beast in late July in Tulsa, Oklahoma.
- Prior to his breakout performance in Tulsa, Salgado also earned a berth to compete at the Major in Cheyenne, Wyoming earned courtesy of his win in the organization's Fox Nation reality series "Last Cowboy Standing", which sought to identify the next great bull riding talent.
- Going 2-for-3 inside BOK Center, Salgado finished a career-best second and earned a near-permanent position on the elite tour for the remainder of the season.
- During the 2021 campaign, Salgado injured his right shoulder while riding Dennis The Menace in mid-August. Instead of getting immediate surgery, Salgado opted to ride through the pain brought on by the unstable joint, seeking tips from nine-time PBR World Finals qualifier Fabiano Vieira, who he had met in a prayer group. Salgado traveled to Vieira's ranch to learn techniques on how to adjust his free arm positioning to try to prevent his shoulder from dislocating during a bull ride.
- As the year continued, Salgado concluded the year with his career-first qualification to the PBR World Finals, riding alongside older brother Adriano. While he was shut out at the year-end event, Salgado finished 2021 ranked No. 38 in the world.

### 2022

- Salgado missed the entire 2022 season recovering from reconstructive surgery on his right shoulder but returned for PBR Teams when he was signed by the Nashville Stampede as a free agent on May 24, going 8-for-25 under Head Coach Justin McBride during the regular season.
- Despite finishing last during their 7-20-1 2022 regular season, the Stampede caught fire at the right time when the PBR Teams Championship got underway in Las Vegas.
- In Round 1, the Stampede first went toe-to-toe with the No. 3 Oklahoma Freedom, who they stunned 264.75-176 to advance to Round 2. They then faced to a David vs. Goliath showdown with the No. 1 Austin Gamblers, riding three more bulls to knock off the Gamblers 265-175.25 to earn the first berth to the Semifinals. On Championship Sunday, the Stampede squared off against the No. 2 Texas Rattlers, punching the team's ticket to the title game with a 178.5-90.25 victory.
- The Stampede's fate then came down to the Championship Game against the No. 5 Arizona Ridge Riders. Delivering three qualified rides, the Stampede defeated Arizona 264-182.75, completing their shocking run of upsets to be crowned the inaugural PBR Teams Champions.



**2023**

- Salgado competed sparingly on the elite Unleash The Beast in 2023, logging seven Top-10 finishes before concluding the season a career-best No. 24 in the standings.
- A week before the beginning of the 2023 PBR Teams season in July, Salgado and Nashville's 2024 first-round pick were traded to the Oklahoma Freedom for Jess Lockwood. Salgado went 6-for-24 for the Freedom during the regular season, including going an impressive 3-for-4 outing in Nashville, Tennessee, to help the team to a third-place finish at the event. The Freedom ended the regular season ranked No. 4 in the league with a 14-14 record.
- At the PBR Teams Championship in Las Vegas, the Freedom got off to a strong start, walking off the league's defending Champion Nashville Stampede in Round 1, 262-261.5, in part due to Salgado's 87.5-point ride on July.
- As the progressive elimination tournament continued, the Freedom fell to the eventual champion Texas Rattlers in Round 2, 170.75-87, and were eliminated from the tournament by the Missouri Thunder in the second Last Chance Game.



## RAFAEL DOS SANTOS

After experiencing great success competing in PBR Brazil, Rafael dos Santos brought his talents stateside in 2020. Following a strong first-year campaign in the U.S., Santos reached numerous career milestones on the elite Unleash The Beast in 2021, capping the year with his first appearance at the PBR World Finals. En route to the qualification, Santos rebounded from a broken back and ribs, capturing his first Unleash The Beast victory in his first event back. Despite battling injury the majority of 2021, Santos' grit and natural aptitude for the sport have led many to forecast him as a World Championship contender in the coming seasons, a sentiment strengthened by his perfect 3-for-3 performance at the 2023 PBR Teams Championship for the Austin Gamblers. Now with several full seasons under his belt, Santos is ready to make a run at an individual gold buckle and help bring a PBR Teams Championship to Austin.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

3

### HOMETOWN

SEBASTIANÓPOLIS, BRAZIL

### RESIDENCE

DECATUR, TEXAS

### HEIGHT    WEIGHT

5-6            139

### BORN

8/18/1995

### RIDING HAND

RIGHT

### CAREER EARNINGS

\$360,396

### HIGH-MARKED RIDE

91.75 POINTS ON BLUE CRUSH DURING THE 15/15 BUCKING BATTLE IN LOUISVILLE, KENTUCKY ON MARCH 27, 2021.



### AWARDS

- 2022 PBR TEAMS THIRD ROUND DRAFT PICK
- MEMBER OF THE 2023 PBR TEAMS REGULAR SEASON NO. 1 AND PBR TEAMS CHAMPIONS RUNNER-UP AUSTIN GAMBLERS

### TEAMS TRANSACTIONS:

- May 23, 2022: Selected in the third round of the PBR Teams Draft by the Kansas City Outlaws.
- August 15, 2023: Signed to the Reserve Roster by the Austin Gamblers.

### JOURNEY TO THE PBR:

- A second-generation bull rider, Rafael Henrique dos Santos first attempted a bull at 8 years old under the watchful eye of his father, Roberto Antonio, who rode professionally in Brazil for about five years. Career in Review:



**CAREER IN REVIEW:****2016-2019:**

- Santos made his PBR debut in March 2016, riding at the Brazilian Touring Pro Division event in Nhandeara, São Paulo where he was sixth.
- Competing at six additional events in his debut year riding amongst the PBR ranks, Santos won his first event in July at the developmental tour's event in Quirinópolis, Goiás. He concluded the year ranked No. 17 in the Brazilian national standings.
- Remaining in Brazil for the subsequent three seasons, Santos continued to excel.
- In 2017, he climbed the national standings, concluding the year ranked No. 11 winning one event, along with an accompanying five Top 10 finishes.
- After being mired in a slump in 2018, Santos bounced back in 2019, improving from No. 20 to No. 2 in the year-end standings.
- Santos' 2019 season included an event victory in Colatina, Espírito Santo, and a third-place finish at the PBR Brazil Finals.

**2020:**

- In 2020, despite a late start to the season, Santos made his PBR debut in the United States, competing for the first time on American soil when he rode at the elite Unleash The Beast event in Guthrie, Oklahoma – the event which led the sports world back to competition 41 days after the COVID-19 shut down with new safety protocols in place.
- Making a splash in his debut, Santos finished fourth, and earned a position to compete at the subsequent two Unleash The Beast tour stops.
- Following a limited summer competition series, where he registered one Top 10 finish, seventh in Prairie Grove, Arkansas, Santos was a near permanent face for second half of the elite series' 2020 season.
- While Santos logged three Top-10 finishes, he fell just short of qualifying for his career-first PBR World Finals.
- Santos concluded the unique season ranked No. 41 in the world.

**2021:**

- In 2021, Santos found his footing in the United States, and was back to his winning ways that established him as top competitor in the Brazilian ranks.
- While he was shut out through the first two premier series events, Santos nearly won in Fort Worth, Texas in mid-February, when he appeared to have covered YETI PBR World Champion Bull contender Chiseled in the championship round but was called for a slap at the 2.52-second mark.
- Eager to ascend to the top of the Can-Am Cage, Santos clinched his first victory in late March in Louisville, Kentucky, when he won the tour stop's accompanying 15/15 Bucking Battle compliments of a 91.75-point ride on Blue Crush – the high-marked ride of his career, and his first 90-point ride on the premier series.
- Contending for the year's Rookie of the Year honor, Santos remained active during the summer break, a decision which nearly cost him his career. On the ride that would win the event in Rocksprings, Texas, in late June, Santos broke his back and several ribs, sidelining him until August.
- Santos returned in near perfect form, winning his first event back by topping the field in Little Rock, Arkansas.
- While he battled lingering pain from the rib injury throughout the remainder of the season, sidelined for several events, he concluded the year with his first qualification to the World Finals.
- Santos capped the year with a 23rd-place result at the World Finals, ranked a career-best No 20 in the world.

**2022:**

- Now a premier series staple, Santos finished inside the Top 30 for the second consecutive season.
- The Brazilian got off to a slow start through the first month of the season before breaking through



and recording his first Top-5 finish of the year in St. Louis, Missouri, in mid-February.

- After recording two additional Top-15 finishes in February and March, Santos put on his best showing of the year in Tulsa, Oklahoma, in April, where he finished second, rising to No. 18 in the world.
- While he earned a spot at his second-straight World Finals, he was shut out and finished the year ranked No. 27 in the World Standings.
- At the inaugural PBR Teams Draft in May 2022, the Kansas City Outlaws selected Santos in the third round. The veteran proved a valuable selection, going 8-for-21 for the squad and finishing inside the Top 25 in the MVP race.
- The Outlaws concluded the regular season ranked No. 7 in the league with a 12-16 record.
- During the 2022 PBR Teams Championship in Las Vegas, the Outlaws stumbled against the Carolina Cowboys in Round 1 before falling to the Oklahoma Freedom in the First Last Chance game to end their season. Santos went 0-for-2 in his postseason outing, bucking off Otis in 4.21 seconds versus the Cowboys and Wicked Dreams in 4.46 seconds in the First Last Chance game.

### **2023:**

- Santos returned to the premier series in 2023 and put together another strong campaign, finishing inside the Top 30 and qualifying for the World Finals for the third straight year.
- Santos finished inside the Top 25 in his first five events on the Unleash The Beast and ended December ranked No. 27 in the world. After tacking on a Top-10 finish in Duluth, Georgia, Santos entered February No. 31 in the rankings.
- Courtesy of additional Top-10 finishes, including a season-best second-place finish in Eugene, Oregon, Santos rocketed up to No. 18 in the standings as the calendar flipped to March.
- While the beginning of the month was slow for the Brazilian cowboy, he closed March with a bang, finishing sixth in the main event and winning the 15/15 Bucking Battle in Sioux Falls, South Dakota, with a monstrous 90.75-point ride on Manaba.
- After not making the 8 in April, Santos entered his third-consecutive World Finals ranked No. 21 in the world. He was unable to post a score at the PBR's 30th Anniversary World Finals in Fort Worth, Texas, ending the season ranked No. 25.
- A free agent to start the 2023 PBR Teams season, Santos competed on the Challenger Series in June and July, netting three Top-10 finishes and catching the eyes of the Austin Gamblers, who signed him to their Reserve Roster in mid-August.
- The veteran came through for Head Coach Michael Gaffney, going 4-for-10 for the Gamblers, including a 2-for-3 performance in Greensboro, North Carolina, to help the team win their PBR Teams record-setting fourth event of the year. Austin finished the regular season ranked No. 1 for the second-consecutive campaign with a 19-9 record, earning a first-round bye at the 2023 PBR Teams Championship.
- After a disappointing postseason showing in 2022, Santos caught fire for the Gamblers in Las Vegas. The Brazilian covered Trump Train for 88.75 points to help walk off the Thunder, 177.75-174.75, before topping Pickle Moonshine for 85.5 points in the Semifinals to kickstart Austin's comeback victory in a second matchup with Missouri, 256-172, a PBR Teams Championship first.
- Now red-hot, Santos came through for Austin a third time in the Championship Game against the Texas Rattlers, making the 8 for 89.5 points on Mike's Motive, but the Gamblers finally ran out of steam, falling 355.25-265.25 to their Lone Star State rivals.



## MANOELITO DE SOUZA JUNIOR

Manoelito de Souza's career was ignited by a camp in Brazil hosted by 10-time PBR World Finals qualifier Paulo Crimber. The ebullient Brazilian is now a premier series mainstay known for his signature Piseiro dance after every big ride. A member of the 2022 PBR Teams Champion Nashville Stampede, Souza, who now rides for the Missouri Thunder, looks to build on his success and win his first individual gold buckle in the premier series, and bring his Teams Championship mentality to the Thunder.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

3

### HOMETOWN

ITAMIRA, BRAZIL

### RESIDENCE

DECATUR, TEXAS

### HEIGHT WEIGHT

5'9" 140

### BORN

6/6/1995

### RIDING HAND

LEFT

### CAREER EARNINGS

\$290,803

### HIGH-MARKED RIDE

93.5 POINTS ON BLUE DUCK DURING THE 15/15 BUCKING BATTLE IN BILLINGS, MONTANA, ON APRIL 30, 2022.



### AWARDS

- 2022 PBR TEAMS DRAFT FOURTH-ROUND PICK BY THE NASHVILLE STAMPEDE
- MEMBER OF THE 2022 PBR TEAMS CHAMPION NASHVILLE STAMPEDE
- MEMBER OF THE 4TH-PLACE MISSOURI THUNDER DURING THE 2023 PBR TEAMS SEASON

### TEAMS TRANSACTIONS

- May 23, 2022: Selected in the fourth round of the PBR Teams Draft by the Nashville Stampede.
- August 14, 2023: Signed as a Reserve Rider by the Missouri Thunder.

### JOURNEY TO THE PBR:

- A second-generation bull rider, Manoelito de Souza Junior began to ride bulls at 15 while growing up in rural Itamira, Brazil.
- His first bull ride came by sneaking off with some friends while his father was at a soccer game. His father may have only competed at local rodeos, but Souza quickly began to learn about the likes of Brazilian World Champions in the United States, such as Adriano Moraes and Renato Nunes.
- In 2013, Souza attended a bull riding clinic in his home nation, held by 10-time PBR World Finals qualifier Paulo Crimber, and it forever changed his career trajectory.



**CAREER IN REVIEW:****2017-2020**

- Souza made his PBR debut in 2017, competing at two events in his home nation.
- With his natural aptitude for the sport on full display, Souza went a collective 6-for-8, including a four-out ride streak to launch his career, finishing seventh and fourth, respectively, in Colatina and Aquidauana.
- Remaining in Brazil throughout 2018, Souza reached a crucial career milestone in July, earning his first PBR victory when he topped the field in Colatina.
- As the 2019 campaign got underway, Souza traveled to the United States for the first time. Competing in North American competition through the first five months of the year, Souza's efforts stateside were headlined by a runner-up effort in late April on the Pendleton Whisky Velocity Tour in Des Moines, Iowa.
- Souza concluded his season in Brazil, riding at just one more event in 2019 when he was shut out in June in Americana.
- In 2020, Souza once again had a limited competition schedule riding at four events in the United States, and competing at the landmark Monster Energy Team Challenge, presented by U.S. Border Patrol, closed-to-fans, television-only events held in Las Vegas that kept the sport going in the summer during the COVID-19 pandemic that had shut down the rest of the sports world.

**2021**

- The 2021 season was a year of firsts for Souza.
- After registering three consecutive Top 10 finishes on the Pendleton Whisky Velocity Tour, Souza made his Unleash The Beast debut in mid-May in Billings, Montana.
- Bouncing between the two tours for the remainder of the first half, Souza won his first event in the United States in August, and he earned near permanent position on the premier series for the remainder of the year. Souza delivered a 1-for-2 effort to win the Velocity Tour event in Columbia, South Carolina.
- As the regular season unfurled, Souza finished third on the premier series, earning the bronze finish in early October in San Antonio, Texas, before earning his first berth to the PBR World Finals.
- On bull riding's biggest stage, Souza went 2-for-5 to finish 20th at the 2021 PBR World Finals. He concluded 2021 ranked a then career-best No. 34 in the world.

**2022**

- Building on his rookie season in 2021, Souza continued to improve throughout 2022, finishing inside the world's Top 20 for the first time, and riding for the first-ever PBR Teams Champions.
- As the 2022 individual season got underway, Souza logged four Top 20 finishes, before he rode to a career-best second-place result in Little Rock, Arkansas in late February. The Brazilian's hot start pushed him to No. 13 in the world, the first time he had cracked the Top 15.
- Despite battling a right thigh injury, Souza entered the second World Finals of his career after a banner performance at the 15/15 Bucking Battle in Billings, Montana. Souza won his first special round compliments of the high-marked ride of his career, scored 93.5 points atop Blue Duck. That victory allowed him to climb to No. 17 in the world ahead of the World Finals.
- Unfortunately, Souza was unable to record a qualified ride at his second World Finals, finishing the season a career-best No. 20 in the world.
- The day after the individual season ended, the Nashville Stampede selected Souza in the fourth round of the 2022 PBR Teams Draft. Continuing to recover from the right thigh injury that nagged him throughout the final months of the Unleash The Beast season, Souza was unable to find his groove and compete consistently with the Stampede.
- While the Stampede traveled to Las Vegas for the first PBR Teams Championship ranked last in the league, they completed a tournament run for the ages to win the first PBR Teams Championship.



- In Round 1, the Stampede first went toe-to-toe with the No. 3 Oklahoma Freedom, whom they stunned 264.75-176 to advance to Round 2.
- In David vs. Goliath showdown with the No. 1 Austin Gamblers, the Stampede rode three more bulls to knock off the Gamblers 265-175.25 and earn the first berth to the Semifinals.
- On Championship Sunday, the Stampede squared off against the No. 2 Texas Rattlers, punching the team's ticket to the title game with a 178.5-90.25 victory.
- The Stampede's fate then came down to the Championship Game against the No. 5 Arizona Ridge Riders. Delivering three qualified rides, the Stampede defeated Arizona 264-182.75, completing their shocking run of upsets to be crowned the inaugural PBR Teams Champions.

**2023**

- For the second consecutive season, Souza concluded the 2023 individual campaign ranked inside the Top 35.
- Fresh off winning a Team Series Championship with the Stampede, Souza began the year strongly, logging seven consecutive Top-20 finishes, and a qualified ride in his first eight events, rocketing him up to No. 27 in the Unleash The Beast standings by the end of January.
- During the February slew of four stops, Souza tallied another two Top-15 finishes but fell to No. 30 in the standings. March was not kind to the Brazilian, as he was able to make the 8 only once, falling to No. 31 ahead of the final month of the regular season.
- Locking back in, Souza delivered two Top-10 finishes in April, pushing him back to the No. 28 spot in the Unleash The Beast standings heading into the PBR's 30th Anniversary World Finals.
- Shut out at the 2023 PBR World Finals, Souza concluded the individual season ranked No. 34 in the standings.
- In mid-August, the Missouri Thunder signed Souza - a free agent after not resigning with the Nashville Stampede - after he recovered from a knee injury he was battling during the World Finals, but he was shut out in his 12 outs with the team. The Thunder finished the regular season ranked No. 8 with an 8-20 record.
- Despite finishing the regular season last, Missouri made a run at the 2023 PBR Teams Championship. After falling to the eventual champion Texas Rattlers, 174-84.5, in Round 1, the Thunder rallied and won the first Last Chance Game to advance to Round 2 of the progressive elimination tournament for the first time in team history.
- As competition continued, Missouri was barely edged by the regular season No. 1 Austin Gamblers, 177.75-174.75, in Round 2, but made PBR Teams Championship history by also winning the second Last Chance Game to advance to the Semifinals where they would again play the No. 1 Austin Gamblers, yet another first for the league.
- In the Semifinals, after establishing an early two-ride lead, the Thunder were defeated in walk-off form, eliminated on the final out, 256-172, before being shut out in the Third Place Game against the Arizona Ridge Riders. The Thunder ultimately concluded the 2023 season No. 4 in the league.
- Souza also competed on the Challenger Series as he looked to find his groove, posting three Top-5 finishes during the 2023 season.



## DAYLON SWEARINGEN

Daylon Swearingen is one of the grittiest, hardest-working athletes in pro sports. After taking the Western sports world by storm in 2019, driving more than 30,000 miles across North America en route to the 2019 National Intercollegiate Rodeo Association Bull Riding Championship, 2019 PBR Canada Championship, and qualifications to both the PBR World Finals and NFR, Swearingen has continued to excel in the years since. In 2022 he ascended to a new level of success when he was crowned the 2022 PBR World Champion, selected in the first round of the inaugural PBR Teams Draft and became a key member for the Carolina Cowboys, who he helped establish as a top team to watch in the new league as he finished No. 2 in the MVP race, as chronicled in the PBR docuseries “The Ride” on Prime Video. One of the most active riders in the PBR, Swearingen has his eyes set on a second gold buckle and bringing a PBR Teams Championship to Carolina.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD CHAMPIONSHIP TITLES

2022

### WORLD FINALS APPEARANCES

4

### HOMETOWN

PIFFARD, NEW YORK

### RESIDENCE

DE KALB, TEXAS

### HEIGHT WEIGHT

5'6" 150

### BORN

7/10/99

### RIDING HAND

LEFT

### CAREER EARNINGS

\$2,577,497\*

### HIGH-MARKED RIDE

93 POINTS, TWICE, MOST RECENTLY ON BIG BLACK DURING ROUND 2 OF THE 2022 PBR WORLD FINALS IN FORT WORTH, TEXAS ON MAY 14, 2022



### AWARDS

- 2022 PBR WORLD CHAMPION
- 2022 PBR TEAMS DRAFT FIRST-ROUND PICK
- 2021 PBR TOURING PRO DIVISION CHAMPION
- 2020 PBR GLOBAL CUP USA CHAMPION
- 2019 PBR CANADA CHAMPION
- PBR GLOBAL CUP TEAM USA QUALIFIER

### TEAMS TRANSACTIONS:

- May 23, 2022: Acquired from the Texas Rattlers by the Carolina Cowboys.
- February 28, 2023: Marked as a Protected Roster by the Carolina Cowboys.

### JOURNEY TO THE PBR:

- Hailing from a family with deep roots in the Western lifestyle, Swearingen is the son of barrel racer and trick rider Carrie, while his father Sam created the prominent Rawhide Rodeo Company, which produces more than 100 events a year and is known for its top animal athletes.
- Swearingen's career began aboard the back of sheep and calves, with the New Yorker steadily advancing to bulls by the time he entered high school, where he also competed in bareback.



- Once graduating from the high school ranks, Swearingen began competing at the collegiate level for Panola College where he was pursuing a degree in Land and Ranch Management. Part of the 2019 National Intercollegiate Rodeo Association (NIRA) National Championship team at Panola College, Swearingen also claimed individual success, capturing the NIRA National Championship in bull riding.

## CAREER IN REVIEW:

### 2018

- The collegiate world champion entered the PBR ranks in 2018, and it took just four events until Swearingen won his first event in Brighton, Florida, going a perfect 2-for-2 to win the Touring Pro Division stop.
- Swearingen finished the year No. 70 in the world.

### 2019

- In 2019, Swearingen broke through. After a runner-up effort on the Canadian Cup Series in Winnipeg, Manitoba in late January, Swearingen used a Touring Pro Division event win in mid-March in Belton, Texas, and Pendleton Whisky Velocity Tour victory in Wichita, Kansas in mid-April to catapult to the elite Unleash The Beast.
- Making his premier series debut in Columbus, Ohio, Swearingen went 1-for-3 to finish 13th.
- When the elite Unleash The Beast returned from its annual summer break, he won the 15/15 Bucking Battle in Tulsa, Oklahoma with a massive 92-point ride aboard Cochise – his first premier series 90-point ride.
- He then recorded two then career-high fifth-place results in Houston, Texas, and Greensboro, North Carolina, en route to qualifying for his first PBR World Finals.
- A top contender for the year's Rookie of the Year honor, a race he finished third, Swearingen's premier series concluded on an anticlimactic note, when sustaining a concussion in Round 5 of World Finals. He finished 2019 ranked a career-high No. 13 in the world, going 2-for-5 at the World Finals.
- Also qualifying to the NFR in 2019, Swearingen became the youngest athlete in history to qualify for both season-culminating events.
- The world title race may have been complete, but Swearingen had his sights set on another PBR title in 2019 – the PBR Canada Championship. Entering the PBR Canada National Finals No. 4 in the nation standings, 687.57 points removed from the title, Swearingen completed a captivating come-from-behind surge in an event that was decided by the final out. He went a perfect 4-for-4 to win the National Finals and also the 2019 PBR Canada Championship.
- Illustrating his tenacity, during the spring and summer of 2019, Swearingen drove his truck more than 30,000 miles, crisscrossing North America to enter bull riding events. One weekend in late May, Swearingen competed simultaneously on PBR's elite series in the U.S. and Canada, taking the day off of WCRA rodeo competition in Green Bay, Wisconsin, to travel abroad and ride in Halifax, Nova Scotia.

### 2020

- Swearingen continued to improve in 2020, reaching additional career milestones. In January, he won his first-ever premier series event, dominating the elite tour stop in Chicago. A month later, he won the second 15/15 Bucking Battle compliments of his 91.75-point ride on World Champion Bull contender I'm Legit Too.
- As the season continued to unfold, Swearingen's highlight reel-worthy moments continued. Reaching his second PBR World Finals, the now Texas resident finished a career-best 12th at the sport's most prestigious event, concluding the year No. 9 in the world.
- In addition to his individual success, Swearingen made his PBR Global Cup debut in February at the 2020 PBR Global Cup USA as a member of event champion Team USA Eagles.

### 2021

- At the conclusion of the 2020 season, Swearingen underwent both hip and shoulder surgery,



keeping him out of competition until June.

- Swearingen made his 2021 debut on June 4 in Kalispell, Montana, by picking up right where he left off, riding to a fourth-place result.
- Following a brief slump, Swearingen snapped back to his winning ways at the early September Touring Pro Division events in Archdale, North Carolina, hosted by Jerome and Tiffany Davis. Going 4-for-4 and delivering two monster 90-point rides, he finished the event both first and second, setting a tone for the remainder of the season.
- Cracking into the world's Top 35 in just four months' time, Swearingen reached the World Finals for the third time in his career. Finishing 32nd at the year-end event, he concluded 2021 ranked No. 25 in the world.
- Swearingen, however, wasn't finished. Just like the 2019 season, he traveled to Canada following the World Finals to compete at the PBR Canada National Finals. Going a perfect 4-for-4 inside Rogers Place, including a 91.5-point score on Bull of the Year Happy Camper, Swearingen completed the 2021 season by winning the PBR Canada National Finals.

## 2022

- In 2022, Swearingen firmly etched his name in the PBR record books as one of the greats, concluding the season with his first gold buckle, crowned the 2022 PBR World Champion. Throughout the 2022 individual campaign, Swearingen went 26-for-60, covering 43.33% of his animal athlete opponents to earn \$1,697,481.63, including \$1,394,000 for his career-first PBR World Championship and World Finals event win.
- After logging three Top 10 finishes through the first month of the 2022 Unleash The Beast season, Swearingen hit his stride in mid-February, winning back-to-back events to briefly ascend to the world No. 1 rank.
- While he concluded the regular Unleash The Beast season No. 2 in the world to Joao Ricardo Vieira, Swearingen traveled to the Pendleton Whisky Velocity Tour Finals in Corpus Christi in search of crucial world points. Finishing third at the expansion series' Finals, collecting 41.33 points, Swearingen leapfrogged Vieira to carry a 8.99-point lead into the 2022 PBR World Finals in Fort Worth, Texas.
- As the 2022 PBR World Finals got underway, Swearingen bucked off in Round 1, bested by Lil 2 Train in a hard-fought 5.22 seconds, surrendering his world No. 1 rank. He then rode six bulls in a row to pull away from the field.
- Swearingen was quick to rebound in Round 2, covering Big Black for a career-best 93 points to decimate Vieira's lead from 36.01 points to a miniscule 3.01 points. He then reclaimed the No. 1 rank following Round 3 when he covered Hey Bartender for a commanding 89.5 points, surpassing No. 2 Vieira by 16.99 points.
- Through the following five rounds, Swearingen was untouchable but remained in a ride-for-ride battle until the final round on Championship Sunday. As the marathon event continued with Round 4, Swearingen expanded his lead to 44.99 points over veteran Brazilian Vieira after he rode Train Station for 85.75 points. Swearingen then delivered his second 90-point score when he rode Lone Survivor in Round 5 for a mammoth 91.5-point score, expanding his lead to 85.99 points over No. 2 Vieira.
- In Round 6, Swearingen covered Satan's Seed for 87.75 points in an extraordinary feat of never-say-quit determination after he appeared to be bucked off at six seconds, then righted himself, netting 18 world points. When Championship Sunday got underway with Round 7, Swearingen conquered I'm Legit Too for a monstrous 92.25 points.
- For his final out of the season, Swearingen was tasked with Mike's Magic. Before his attempt, Kaique Pacheco, the only contender who was mathematically capable of surpassing Swearingen for the title, faced off against Manaba in a must-ride situation. Pacheco was brought down by Manaba in 5.9 seconds, and Swearingen clinched the 2022 PBR World Championship before even readying his rope. Swearingen's gutsy overall 6-for-8 showing at the event earned him the World Finals event title and his career-first PBR World Championship.
- Swearingen was just the seventh rider to capture both honors in the same season, joining Jose Vitor Leme (2021), Jess Lockwood (2019), Silvano Alves (2014), J.B. Mauney (2013), Renato Nunes



(2010) and Mike Lee (2004). Rafael Jose de Brito would become the eighth in 2023.

- Just one day after being crowned the 2022 PBR World Champion, Swearingen was a quick pick in the inaugural PBR Teams Draft. Taken in the first round by the Texas Rattlers, Swearingen was then traded in the second round to the Carolina Cowboys, along with Mason Taylor, for Joao Ricardo Vieira and Cody Jesus.
- During the league's inaugural season, Swearingen was a key contributor for the Cowboys, often riding in the closer position. Amassing 1,494.25 points during the regular season, Swearingen finished second in the MVP race, 189 points behind No. 1 Leme.

## 2023

- After a career year, Swearingen's hopes of repeating as World Champion came to an abrupt end, sidelined following the early January Unleash The Beast event in New York City due to a groin injury that required surgery.
- When PBR Teams resumed for its second season, still recovering from multiple injuries, Swearingen went 3-for-8 for the Carolina Cowboys in limited action. As a team, Carolina went 11-17 and finished No. 6 in the regular season standings.
- At the 2023 PBR Teams Championship in Las Vegas, the Cowboys fell to the Arizona Ridge Riders, 344-265.5, in Round 1, despite an 88.75-point ride by Swearingen aboard Lights Out, before being eliminated from the tournament by the Missouri Thunder in the first Last Chance Game.
- Always looking to ride, the veteran cowboy immediately headed north to Canada, finishing eighth at the PBR Canada Cup event in Saskatoon, Saskatchewan in October. Swearingen concluded the 2023 season with his fourth appearance at the Canadian National Finals. Going 2-for-4 in Edmonton, Alberta, Swearingen finished 10th at the event, concluding the year ranked No. 19 in the PBR Canada national standings.



## MASON TAYLOR

Mason Taylor is one of the preeminent talents within the PBR, excelling both in individual competition and PBR Teams. Taylor's toughness and resiliency was evident at the 2021 PBR World Finals when he competed through a broken mandible. With his jaw wired shut, he went a near-perfect 5-for-6 at the season-end event to finish third, concluding the season ranked a career-best No. 11 in the world. Now a member of the Nashville Stampede in PBR Teams, he's excited to be under the tutelage of his idol, Head Coach Justin McBride.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

4

### HOMETOWN

MAYPEARL, TEXAS

### RESIDENCE

MAYPEARL, TEXAS

### HEIGHT

5'9"

### WEIGHT

155

### BORN

8/3/99

### RIDING HAND

RIGHT

### CAREER EARNINGS

\$799,980

### HIGH-MARKED RIDE

91.5 POINTS ON I'M BUSTED  
IN SACRAMENTO, CALIFORNIA  
ON AUGUST 8, 2021



### AWARDS

- 2020 VELOCITY TOUR CHAMPION
- 2020 VELOCITY TOUR FINALS EVENT WINNER
- 2022 PBR TEAMS SECOND-ROUND DRAFT PICK

### TEAMS TRANSACTIONS:

- May 23, 2022: Acquired via trade from the Texas Rattlers by the Carolina Cowboys.
- March 1, 2023: Marked as a Protected Rider by the Carolina Cowboys.
- March 15, 2023: Acquired via trade from the Carolina Cowboys by the Nashville Stampede.

### JOURNEY TO THE PBR:

- Mason Taylor has been riding since he could walk. First attempting calves, the Texan soon progressed to steers and eventually bulls.
- Competing on several youth circuits, in addition to the former ERA, Taylor honed his skills under the tutelage of his father, Chris, as well as former bull rider Cody Johnson. Johnson even calls the PBR young gun his "mini-me" as Taylor has lived at Johnson's Texas ranch. Taylor credits Johnson's mentorship in helping him win the 2018 International Youth Finals Rodeo.
- Taylor says he has modeled his riding style after PBR great, two-time World Champion Justin McBride, now his coach on the Nashville Stampede.



**CAREER IN REVIEW:****2017-2018**

- Taylor made his PBR debut in August 2017 in West Monroe, Louisiana.
- He won his first event less than a year later on the Touring Pro Division in June 2018 in Deadwood, South Dakota.
- Three months later, Taylor rode his way to yet another PBR victory, this time on the Pendleton Whisky Velocity Tour in Wilkes-Barre, Pennsylvania. As a result, Taylor earned a berth to the elite Unleash The Beast, making his premier series debut on September 15 in Atlantic City, New Jersey.
- Taylor won his second Velocity Tour event of the season a week later in Rochester, New York and returned to the Unleash The Beast for a second time in 2018, riding in Milwaukee, Wisconsin.

**2019**

- After finishing the 2018 season No. 55 in the world, Taylor was determined to crack into the Top 35 in 2019 to become a mainstay on the elite Unleash The Beast.
- With Velocity Tour success once again elevating him to PBR's top tour after finishing runner-up in Portland, Oregon, Taylor returned to the premier series on Jan. 25 in Sacramento, California, recording his first 8-second effort at the sport's top level on Blackberry Smoke for 86.25 points.
- Returning to the PWVT for nearly a month, Taylor recorded three consecutive Top 10 finishes on the expansion tour to garner a spot back on the elite tour for the Last Cowboy Standing Major in Los Angeles where his 12th-place finish at his debut Major helped solidify his place on the top tour.
- A month later, Taylor proved he would be a consistent elite tour rider when he delivered a flawless 4-for-4 performance and won the Unleash The Beast event in Sioux Falls, South Dakota, catapulting him from No. 40 to No. 8 in the world rankings.
- Riding to four additional Top 10 finishes on the premier series throughout 2019, Taylor made his PBR World Finals debut in November where he was 25th.
- During the regular-season Taylor made a shift in his diet, modelling the change made by Cooper Davis in 2015 when he slimmed down and went on to win the World Finals event title. Following the change, Taylor recorded two of his Top 10 efforts, including a third-place result in Greensboro.
- Part of the season's dominant rookie class, he finished fourth in the race among first-year pros. Among his many career moments in 2019, Taylor finished a career-high No. 14 in the world.

**2020**

- Taylor began the 2020 season in electric fashion. Competing for the first time inside the famed Madison Square Garden, he parlayed a 90-point ride on Marquis Metal Works Bill The Butcher into his career-first 15/15 Bucking Battle victory. Also recording a fourth-place finish in the season-opening Major, Taylor quickly climbed the standings, surging to No. 4 in the world.
- Logging just one additional Top 10 finish in the following three months, Taylor slipped to No. 19 in the world as PBR began to hold closed events in Guthrie, Oklahoma at the onset of the COVID-19 (coronavirus) pandemic.
- Reversing his fortunes, Taylor concluded the season with six Top 10 finishes on the elite tour, including a runner-up effort at the final regular-season tour stop in Nampa, Idaho.
- With his World Finals qualification clinched, Taylor opted to compete at the Pendleton Whisky Velocity Tour Finals in Sioux Falls in an effort to gain further ground prior to the PBR World Finals. Taylor won the expansion series' finals and was also crowned the 2020 Velocity Tour Champion.
- Taylor's season ended in Arlington, Texas, for his second PBR World Finals. Finishing 17th at the event, Taylor concluded the year No. 15 in the world.

**2021**

- Taylor's 2021 season was career-defining for the young Texan, highlighted by a tenacious performance at the PBR World Finals.
- To begin the season, despite two wins on the Touring Pro Division, Taylor struggled to find success.



- Registering just four Top 10 finishes on the elite tour in the regular season, Taylor's year nearly came to an abrupt end in Lincoln, Nebraska, where he broke his jaw when his head collided with Uncle Gangster following his 1.12-second buckoff.
- Taylor may have been down but wasn't out. With his jaw wired shut, Taylor lost 13 pounds and returned determined for his third career World Finals, eager to improve his world No. 31 rank.
- Going a near-perfect 5-for-6, including a 90.5-point ride on Walking Tall in Round 3, Taylor finished a career-best third at the grueling, multi-day championship. Garnering 392 world points, he surged to a career-best No. 11 rank in the world standings.

**2022**

- Taylor matched his 2021 performance with a solid 2022 campaign, finishing No. 12 in the race for the PBR World Championship.
- He began the season with a bang, winning the season-launch event in Indianapolis, Indiana, to surge to No. 1 in the world standings for the first time in his career. As the season continued, Taylor logged five additional Top 10 efforts to enter the World Finals No. 13 in the world.
- Despite a stellar 90.25-point ride on Crossover in Round 1, Taylor went just 2-for-7 at the World Finals to finish the season No. 12 in the world.
- Just one day after the individual season ended, Taylor was drafted in the second round of the inaugural Teams Draft by the Texas Rattlers before being traded on draft night to the Carolina Cowboys. With Carolina, Taylor went 13-for-30, helping the team to a 15-13 record in the regular season.
- In Las Vegas for the first PBR Teams Championship, Carolina defeated the Kansas City Outlaws in Round 1 but came up short against the Oklahoma Freedom in Round 2. They were then eliminated from the championship battle in the second Last Chance Game by the Texas Rattlers.

**2023**

- Taylor's 2023 individual campaign was cut short due to injury after he got off to a hot start. He placed inside the Top 20 in his first seven events, propelling him to the No. 7 spot in the Unleash The Beast by January. After adding two additional Top-10 finishes, Taylor aggravated an existing hip injury in New Orleans in March and missed the remainder of the season to recover from surgery, finishing the year ranked No. 26.
- In March, prior to being sidelined, Taylor was traded by the Carolina Cowboys to the Nashville Stampede for their No. 1 pick in the 2023 PBR Teams Draft.
- When the league's second season began in July, Taylor went 0-for-5 with the Stampede, re aggravating a hip injury, and prematurely ending his season. Nashville went on to finish the regular season ranked No. 7 with an 11-17 record.
- Looking to repeat their Cinderella run from 2022, the Nashville Stampede faced off against the No. 4 Oklahoma Freedom in Round 1 of the 2023 PBR Teams Championship. Despite three Stampede rides, the Freedom won by a mere 0.5 points, 262-261.5, to send Nashville to the first Last Chance Game. In the three-way showdown, Nashville was unable to rebound, ultimately eliminated by the Missouri Thunder, ending the team's dreams of back-to-back Championships.



## NICK TETZ

While Canadian Nick Tetz grew up like many Canucks, competing at a high level in youth hockey, the city kid from Calgary felt called to another sport – bull riding. Fast-forward to the present day and now Tetz is one of the top talents to emerge from Canada in recent history. He has excelled on home soil, crowned the 2022 PBR Canada Champion after a race for the ages, while also finding his footing abroad, qualifying for his first World Finals in 2023, leading him to be inked by the Arizona Ridge Riders in the PBR Teams league, quickly becoming one of the team's top performers. Now established amongst bull riding's best, Tetz is not only ready to contend for a World Championship but also a Teams Championship.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

1

### HOMETOWN

CALGARY, ALBERTA

### RESIDENCE

CALGARY, ALBERTA

### HEIGHT

5'7"

### WEIGHT

150

### BORN

12/30/99

### RIDING HAND

LEFT

### CAREER EARNINGS

\$468,092\*

### HIGH-MARKED RIDE

91.5 POINTS ON SONNY B AT THE PBR TEAMS EVENT IN KANSAS CITY, MISSOURI, ON AUGUST 5, 2023.



### AWARDS

- 2018 PBR CANADA ROOKIE OF THE YEAR
- 2022 PBR CANADA CHAMPION
- 2023 GLEN KEELEY AWARD WINNER
- MEMBER OF THE 3RD PLACE ARIZONA RIDGE RIDERS DURING THE 2023 PBR TEAMS SEASON

### TEAMS TRANSACTIONS:

- May 22, 2023: Signed to the Reserve Roster by the Arizona Ridge Riders.

### JOURNEY TO THE PBR:

- Growing up in the Canadian city of Calgary, Alberta, Nick Tetz first excelled in hockey, competing at a high level in the junior ranks. The young Canuck, however, felt pulled to bull riding, inspired by the Ashbachers, a local stock contractor and rodeo family. Every summer, Tetz frequented the family's ranch just outside of Calgary in Wildwood, Alberta, where he attempted his first steer.
- Eventually hanging up his skates to devote his full focus to bull riding, Tetz, with the help of Canadian legend Aaron Roy, continued to hone his craft until he was ready to break into the professional ranks.



**CAREER IN REVIEW:****2018-2020:**

- - Tetz made his PBR debut at the Canadian Touring Pro Division event in Swift Current, Saskatchewan in May 2018 and logged his first qualified ride in PBR competition at the July Touring Pro Division event in Kinsella, Alberta, where he went a combined 2-for-4 to finish both fourth and sixth through a double-entry.
- Two days later, Tetz reached a crucial career milestone, winning his career first event when he topped the field in Lloydminster, Saskatchewan, compliments of a perfect 2-for-2 performance.
- Tetz continued to remain red-hot throughout his rookie season, riding to seven additional Top-10 finishes to qualify for his career-first PBR Canada National Finals that November in Saskatoon, Saskatchewan. After being bucked off in the first round, the Canadian cowboy bounced back, covering Southern Heat for 82.5 points. He finished the event 1-for-3 tied for 12th. Concluding the year ranked No. 9 in the PBR Canada standings he was named the 2018 PBR Canada Rookie of the Year.
- Following his impressive season, Tetz underwent reconstructive shoulder surgery for a previously sustained injury in late December. The needed repair sidelined Tetz until July 2019.
- Logging three Top-10 finishes in his limited competitive campaign, Tetz narrowly missed qualifying for his second consecutive Canadian National Finals.
- In 2020, Tetz turned his focus stateside, traveling to the United States in January to compete on the Pendleton Whisky Velocity Tour. While Tetz didn't convert, he returned home to rest for the launch of the Canadian Cup Series.
- Back on Canadian soil, Tetz logged back-to-back Top-10 finishes on the Cup Series prior to the onset of the COVID-19 (coronavirus) pandemic. After the nation rallied to pioneer the return of sports in Canada, Tetz found intermittent success, logging two additional Top-10 finishes before concluding the year with his second career qualification to the PBR Canada National Finals, finishing the season No. 14 in the nation.

**2021-2022:**

- Competing exclusively in Canada in 2021, Tetz emerged a top contender for the 2021 PBR Canada Championship.
- After Tetz launched the season with a third-place finish in Prince Albert, Saskatchewan, in early June, he hit his stride in July. After a seventh-place finish in Czar Lake, Alberta, Tetz won his first event of the season the very next day in Manor, Saskatchewan. The win catapulted Tetz to No. 2 in the heated national title race.
- Tetz then overtook the No. 1 rank in Canada courtesy of a career-defining outing at one of the nation's most prestigious events - the Glen Keeley Memorial Bull Riding. Double-entered, Tetz logged his career-first 90-point ride while in Stavely, Alberta, where he also won and finished second overall. The sweep led Tetz to overtake the No. 1 rank in the nation for the first time in his career.
- However, as quickly as he built his momentum, Tetz was sent to the sidelines. While riding at the Canadian Touring Pro Division event in Marwayne, Alberta, Tetz was involved in a wreck with Kubota Tuff which would keep him out of competition until October.
- Upon his return, Tetz finished 11th at the regular-season Cup Series finale in Saskatoon, Saskatchewan, before being shut out at the debut Canadian National Finals inside the state-of-the-art Rogers Place in Edmonton, Alberta. Tetz concluded the season No. 15 in Canada.
- In 2022, Tetz rose to new heights, crowned the PBR Canada Champion after one of the fiercest national title races in history.
- While Tetz began his season in the United States, after riding at just two Velocity Tour events, headlined by a fifth-place finish in Oakland, California, and making one outing on the Touring Pro Division, the Calgary native returned home to Canada.
- At his first event back, Tetz shined, finishing both second and seventh in Camrose, Alberta, to captain the No. 4 in the nation, within a slim 8.5 points of the No. 1 rank.
- Starting to heat up in July with the intense summer stretch of events in full swing, Tetz rode to



his first event win of the season at the last of four consecutive Touring Pro Division events held in Calgary, Alberta. Also finishing second at the third event in the series, Tetz, who had slipped outside the nation's Top 15, rose to No. 11 in Canada.

- As the summer push continued, Tetz earned two additional event wins in Kinsella and Czar Lake, Alberta, to climb to No. 8 in the nation ahead of the elite Cup Series in September.
- Remaining red-hot, Tetz won the back-to-back Cup Series events in Lethbridge, Alberta, via a perfect 4-for-4 performance, to vault to No. 2 in the nation, within a mere 28 points of the top rank.
- Less than a month later, Tetz overtook the No. 1 rank, propelled 2.5 points ahead of the No. 2 contender, when he went 2-for-2 to finish second at the Cup Series stop in Medicine Hat, Alberta.
- While Tetz was surpassed by Dakota Buttar by 21 points ahead of the 2022 PBR Canada National Finals, he travelled to the season-ending event riding a wave of momentum having finished eighth at the regular-season finale in Saskatoon, Saskatchewan.
- In Edmonton, despite being bucked off in Round 1, Tetz in Round 2, covering Langham Kid for 88 points, closing within 13.5 points of the No. 1 spot.
- After again failing to make the 8 in Round 3, Tetz was in a must-ride situation in the championship round. Converting under pressure, Tetz dominated Brand New Guitar for another 88-point ride. His 2-for-4 performance, and fifth-place finish overall at the Canadian National Finals, catapulted him 26.5 points of No. 2 Brock Radford, proving enough to be crowned the 2022 PBR Canada Champion.
- Tetz concluded the season riding at the 2022 PBR Australia Grand Finals, invited to compete as the Canadian regular-season No. 2. Down Under, Tetz excelled, finishing eighth with his efforts headlined by a Round 1win.

#### **2023:**

- On the spurs of his 2022 national title, Tetz' stock continued to rise in 2023 as he made his premier series debut and qualified for his first PBR World Finals, catching the attention of the PBR Teams' Arizona Ridge Riders in the process.
- Tetz made his Unleash The Beast debut in Minneapolis, Minnesota, in early December, but he failed to make the 8. Remaining stateside to compete on the Velocity Tour, Tetz tallied three Top-15 finishes before returning to Canada.
- At the season-launch Cup Series event in Lethbridge, Alberta, in March, Tetz defended his event title, going a perfect 3-for-3 to repeat as event winner and climb to No. 2 in the national standings.
- Having re-found his form, the Canadian returned to the premier series in mid-March, logging three Top-15 finishes to close out the month. His campaign was headlined by back-to-back Top-10 results, including a sixth-place finish in Milwaukee, Wisconsin, and a season-best fifth-place result in New Orleans.
- After being shut out on the top tour for the remainder of the season, battling a nagging groin injury that briefly sidelined him, Tetz headed to Corpus Christi, Texas, for the 2023 PBR Velocity Tour Finals with the hopes of earning a spot at his first PBR World Finals.
- Knowing he needed a big performance, Tetz dialed in, covering Chain Breaker for 87.25 points in Round 1. Staying in the zone, Tetz hung on to Red Rum for 80.5 points in Round 2. Despite being bucked off in the championship round, he finished third and punched his ticket to his first World Finals as the top-finishing international invite.
- At the PBR's 30th Anniversary World Finals, after being bounced in Round 1, Tetz rallied and topped Bandito Bug for a then career-best 89 points in Round 2. While he failed to make the 8 for the remainder of the marathon event, his 1-for-7 finish tied him for 16th and bumped him to No. 46 in the Unleash The Beast standings to close out the individual season.
- While competing at the World Finals, Tetz was inked to the Arizona Ridge Riders' reserve roster on May 22.
- As the league's second season got underway in July, the Albertan proved one of the most valuable free agent pickups, going 10-for-25 during the 10-event regular season and leading the team in the MVP race finishing ninth with 883 points.



- Finding his groove early, Tetz converted for 91.5 points on Sonny B in Kansas City, Missouri, at the second event of the season in August. The score, not enough to push Arizona past Missouri, marked Tetz' first 90-point premier series ride.
- While Arizona got off to a slow start as a team, they had a mid-season surge, winning six consecutive games and winning in Oklahoma City in September by going 3-0. Tetz went 2-for-6 during that stretch, helping the team to the Oklahoma City event win by covering Outlaw for 87.25 points to help upset the league No. 1 Austin Gamblers. The following weekend in Ridgedale, Missouri, Tetz was integral in Arizona's second-place finish, by topping Riser for 88.75 points to help propel Arizona to victory against the 2022 PBR Teams Champion Nashville Stampede.
- While the Ridge Riders finished the 2023 regular season No. 5 in the league with a 13-15 record, Tetz was forced to miss the postseason after fracturing his right shoulder blade when he was bucked off Flyin Wired in 6.61 seconds during the final event of the regular season in Fort Worth, Texas, in October.
- During the 2023 PBR Teams Championship in Las Vegas, the Ridge Riders defeated the Carolina Cowboys, 344-265.5, in Round 1. In Round 2, they then went head-to-head with the No. 2 Kansas City Outlaws, and the Ridge Riders advanced to their second-consecutive Semifinals with a 160.25-86.75 victory.
- After being shut out 175.25-0 by the eventual champion Texas Rattlers in the Semifinals, Arizona bounced back one more time, trouncing the Missouri Thunder, 344.75-0, in the Third Place Game.
- After taking the necessary time to heal, Tetz turned his focus back to Canada as he attempted to become the first back-to-back Champion in Canadian history. In early November, less than a month after fracturing his shoulder, Tetz returned to competition for the Touring Pro Division event in Yorkton, Saskatchewan, where he showed no rust at the final Canadian regular-season event, going 3-for-4 and finishing third, positioning himself No. 2 in the standings ahead of the 2023 PBR Canada National Finals.
- Inside Rogers Place, Tetz topped Haunted Creek for 84.25 points in Round 1. Bouncing back from a Round 2 buck off, the Canadian Champion converted in his final two outs and finished the event fifth, but it wasn't enough to win the title. Tetz concluded the 2023 season ranked No. 2 in Canada, 38.84 points behind the No. 1 spot.



## GUILHERME VALLEIRAS

Bearing the same name as a bull riding legend like Guilherme Marchi served as a premonition of what was to come for Guilherme Valleiras. He quickly rose through the ranks within PBR Brazil and followed in the footsteps of his countrymen Silvano Alves and Jose Vitor Leme by moving to Texas to compete in the premier series. With skills to match his name, the young cowboy is poised to continue the legacy of championship-winning riders from Brazil, both within the individual ranks and PBR Teams league.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

1

### HOMETOWN

PIRASSUNUNGA, BRAZIL

### RESIDENCE

DECATUR, TEXAS

### HEIGHT

5'5"

### WEIGHT

134

### BORN

6/25/01

### RIDING HAND

LEFT

### CAREER EARNINGS

\$98,124

### HIGH-MARKED RIDE

86 POINTS ON SITTIN SIDEWAYS  
IN EVERETT, WASHINGTON, ON  
APRIL 20, 2023



### AWARDS

- 2023 PBR TEAMS RESERVE ROSTER DRAFT FIRST-ROUND PICK BY THE ARIZONA RIDGE RIDERS

### TEAMS TRANSACTIONS:

- May 17, 2023: Selected in the first round of the Reserve Rider Draft by the Arizona Ridge Riders.

### JOURNEY TO THE PBR:

- Sharing a name with the legendary Guilherme Marchi, Valleiras was destined for bull riding greatness growing up in Brazil.
- The Brazilian began riding in his home nation with the goal of following in his countryman's footsteps and moving to America to compete, inspired also by the lines of Silvano Alves and Jose Vitor Leme who settled in Texas in search of bull riding stardom.

### CAREER IN REVIEW:

#### 2022-2023:

- Valleiras made his PBR debut in June 2022 riding at the PBR Brazil event in Divinopolis. While he was shut out in his first outing, at the event's second part the next day, Valleiras finished 18th.
- Valleiras competed just once more within PBR Brazil before heading to the United States.



- The young Brazilian competed for the first time on American soil in January at the Velocity Tour event held in tandem with the iconic National Western Stock Show in Denver, Colorado. Again taking one event to find his groove, after being blanked in Colorado, Valleiras converted in his next event, finishing ninth 11 days later at the expansion series stop in Reno, Nevada.
- Following two additional Top-15 finishes across both developmental tours in the United States, Valleiras reached a career milestone when he won his first PBR event at the Touring Pro Division series in Fort Worth, Texas in February.
- Having found his groove, the young Brazilian recorded three additional Top-10 finishes on the Velocity Tour before making the jump to the premier series.
- Valleiras made his elite tour debut in Albuquerque, New Mexico, in March. Despite being shut out, Valleiras was undeterred, going 2-for-3 the following weekend in Sioux Falls, South Dakota, winning his first career premier series event. The golden finish catapulted Valleiras to No. 41 in the Unleash The Beast standings as the tour readied for the final month of the regular season.
- Continuing to gain ground in April, the confident cowboy recorded two more Top-10 finishes and punched his ticket to his first PBR World Finals ranked No. 30.
- In Fort Worth for the PBR's 30th Anniversary World Finals, Valleiras went 1-for-7, riding UTZ BesTex Red Clark for 84.25 points in Round 5, to conclude the event 29th, ranked No. 33 in the standings.
- The Arizona Ridge Riders selected him in the first round of the 2023 PBR Teams Reserve Rider Draft ahead of the league's second season.
- Valleiras was shut out in his only out with the Arizona Ridge Riders in 2023, bucking off Mighty Mike in 6.34 seconds in Austin, Texas. The team had a mid-season surge, winning the event in Oklahoma City in September during a season-best six-game win streak, to propel them up to No. 5 in the league with a 13-15 record to close the regular season.
- During the 2023 PBR Teams Championship in Las Vegas, Arizona defeated the Carolina Cowboys, 344-265.5, in Round 1. In the second round, they then went head-to-head with the No. 2 Kanas City Outlaws and the Ridge Riders advanced to their second-consecutive Semifinals with a 160.25-86.75 victory.
- After being shut out 175.25-0 against the eventual champion Texas Rattlers in the Semifinals, Arizona bounced back, trouncing the Missouri Thunder, 344.75-0, in the Third Place Game.
- While he only got one out with the Arizona Ridge Riders, Valleiras competed consistently on the Challenger Series as he continued to hone his craft. He placed inside the Top 10 at his first three events in June but was shut out in July.
- The Brazilian bounced back in August, winning his first event of the season in Fort Worth, Texas, and then tacked on a fourth-place finish in Goliad, Texas, later that month. He closed the season with three additional Top-10 performances, highlighted by a second-place outing in Fort Worth, Texas, in October to end his 2023 campaign.



## ELI VASTBINDER

Eli Vastbinder is the epitome of cowboy tough. After a career of more than a decade, Vastbinder persevered through a dislocated shoulder and broken ribs at his career-first World Finals in 2021 to register a historic four 90-point rides at bull riding's most prestigious event, tying the all-time record, and be crowned the PBR Rookie of the Year. Vastbinder finished the 2022 season No. 9 in the world and was drafted in the first round of the inaugural PBR Teams Draft by the Oklahoma Freedom. During the season, Vastbinder caught the eye of the producers of "The Ride" to become a featured cast member of the acclaimed Prime Video docuseries. In 2023, Vastbinder again finished inside the world's Top 30. After beginning the PBR Teams season with Oklahoma, he was traded to the Texas Rattlers, becoming an instant impact rider and helping lead them to the 2023 PBR Teams Championship. Now in his 30s, Vastbinder has proven he can contend with the sport's youngest and most established talent, and the resilient North Carolina cowboy is poised to make both an individual world championship run and a key driver in the chance to make the Rattlers the first back-to-back Teams Champions.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

3

### HOMETOWN

STATESVILLE, NORTH CAROLINA

### RESIDENCE

STATESVILLE, NORTH CAROLINA

### HEIGHT

5'11"

### WEIGHT

170

### BORN

4/17/91

### RIDING HAND

RIGHT

### CAREER EARNINGS

\$672,193

### HIGH-MARKED RIDE

92.75 POINTS ON MEDICINE MAN DURING ROUND 5 OF THE 2021 PBR WORLD FINALS IN LAS VEGAS ON NOVEMBER 7, 2021



### AWARDS

- 2021 PBR ROOKIE OF THE YEAR
- 2022 PBR TEAMS DRAFT FIRST-ROUND PICK BY THE OKLAHOMA FREEDOM
- MEMBER OF THE 4TH-PLACE OKLAHOMA FREEDOM DURING THE 2022 PBR TEAMS SEASON
- MEMBER OF THE 2023 PBR TEAMS CHAMPION TEXAS RATTLEERS
- 2023 CHALLENGER SERIES CHAMPIONSHIP EVENT WINNER

### TEAMS TRANSACTIONS:

- May 23, 2022: Selected in the first round of the PBR Teams Draft by the Oklahoma Freedom.
- February 21: Marked as a Protected Rider by the Oklahoma Freedom.
- September 17, 2023: Acquired by the Texas Rattlers via trade from the Oklahoma Freedom.



**JOURNEY TO THE PBR:**

- Eli Vastbinder's career would probably never have taken off without the support of fellow North Carolinian, and two-time PBR World Champion, J.B. Mauney.
- When Vastbinder had just turned 18, it was Mauney who fronted him the money to purchase a plane ticket to compete at his first PBR event.

**CAREER IN REVIEW:****2009-2020:**

- Vastbinder's PBR career began in 2009, first competing with the organization in October at the Canadian Touring Pro Division event in Ottawa, Ontario.
- After toiling away in both 2010 and 2011, Vastbinder recorded his first qualified ride with the PBR in 2012, delivering an 81.5-point score in Ft. Myers, Florida in July, en route to his third-place finish at the Touring Pro Division event.
- After being shut out in his limited competition schedule in 2013, Vastbinder recorded six Top 10 finishes in 2014 and five Top 10 efforts in 2015.
- Vastbinder then took a year hiatus from the PBR in 2016, which he followed with just two event entries in both the 2017 and 2018 seasons respectively.
- Again taking a year break from PBR action in 2019, Vastbinder began to reclaim his footing with the organization in 2020, riding to a then career-best seven Top 10 finishes across all levels of competition.

**2021:**

- Vastbinder would then take the bull riding world by storm in 2021.
- In mid-February, the North Carolinian recorded his first PBR event win, dominating the field in Lexington, Kentucky.
- Compliments of the win, Vastbinder made his premier series debut roughly a month later in Glendale, Arizona, riding to a 15th-place finish.
- While Vastbinder would make seven additional appearances on the Unleash The Beast in the first half, including a sixth-place result in Omaha, Nebraska, he then went on a second-half surge that would set records at the PBR World Finals.
- On the spurs of an eighth place finish the weekend prior in Nashville, Tennessee, Vastbinder nearly won the Iron Cowboy Major the following weekend in Fort Worth, Texas, denied the victory, and finishing second, after being bucked off by YETI PBR World Champion Bull contender Chiseled in a heartbreaking 7.06 seconds. Vastbinder's efforts epitomized his toughness as he attempted seven bulls in less than 24 hours en route to the silver finish.
- In early October, Vastbinder earned his career-first Touring Pro Division victory in Columbus, Ohio.
- Vastbinder concluded the regular season with a third-place finish in Manchester, New Hampshire, cementing his first berth to the PBR World Finals.
- A family man at his core, just days prior to his PBR World Finals debut, Vastbinder and wife Paige welcomed their twin daughters, Blake and Blair, seven weeks earlier than expected. With his babies in the hospital, he began the World Finals with a bang by winning Round 1 with 91 points on Manaba, snapping the bull's 14-out career buckoff streak.
- Following a buckoff in Round 2, Vastbinder then separated his right shoulder (riding arm) and broke his ribs attempting to ride Whiskey Bent in Round 3. Vastbinder was awarded a re-ride, and he somehow went on to ride Hell on the Red for 90 points before needing to be assisted off the dirt.
- Vastbinder's memorable Finals then began to really take shape. He came back on Saturday night and once again battled through his broken ribs to post another 90-point ride, this time aboard 2021 ABBI Classic Champion Juju. He capped his World Finals by riding Medicine Man for 92.25 points to win Round 5 on Championship Sunday and clinch the Rookie of the Year title.
- Vastbinder entered the World Finals fifth in the Rookie of the Year race, 177.5 points behind No. 1



Junior Patrik Souza, before usurping Souza, Chase Dougherty, Jesse Petri and Rafael Henrique dos Santos with his fifth-place finish at the World Finals.

- The then 30-year-old tied a PBR record with four 90-point rides at the World Finals, becoming just the eighth rider in PBR history to do so. He also became the second oldest Rookie of the Year winner in PBR history. Keith Adams was 31 years old when he won top rookie accolades in 1997.
- Vastbinder is also the only non-World Champion to produce four 90-point rides during one World Finals and is the only rookie to do so.
- After a career of more than a decade, Vastbinder finished the 2021 season a career-best No. 9 in the world.

#### **2022:**

- In 2022, Vastbinder proved his 2021 campaign was no fluke, contending for his first gold buckle.
- Logging six Top 10 finishes during the regular season, Vastbinder also won his career-first 15/15 Bucking Battle when he topped the field in Nampa, Idaho, courtesy of a 90.5-point ride atop Taking Chances.
- Qualifying for his second consecutive PBR World Finals, Vastbinder went 4-for-8 to finish seventh. He again concluded the year No. 9 in the world standings.
- Compliments of his stellar season, Vastbinder was drafted in the first round of the inaugural PBR Teams Draft by the Oklahoma Freedom and made the Team's captain.
- Vastbinder helped lead the Freedom to back-to-back event wins in Winston-Salem, North Carolina, and Oklahoma City, propelling them to No. 1 in the standings. The team was also the first to win their homestand.
- During the inaugural PBR Teams Championship, Vastbinder and the Freedom rebounded from a Round 1 loss and fought through the first Last Chance game to remain in the title hunt. After knocking out the Carolina Cowboys to reach the Semifinals, Oklahoma fell to the Arizona Ridge Riders and ultimately finished fourth after losing to the Texas Rattlers in the third-place game.

#### **2023:**

- Proving his toughness, Vastbinder again battled through injury in 2023, ultimately finishing No. 30 in the Unleash The Beast standings.
- After a slow start to the season, at one point cut from the Unleash The Beast, Vastbinder made the most of his alternate berth to the mid-January event in Chicago where he finished third to get his season back on track. A few weeks later, Vastbinder's championship-contending form was back on full display as he won his career-first elite tour event in Tulsa, Oklahoma, to skyrocket to No. 16 in the Unleash The Beast standings.
- Vastbinder, however, struggled to replicate the success the remainder of the season as he competed despite being plagued by several injuries. For the third consecutive season, Vastbinder reached the World Finals. Once in Fort Worth, Vastbinder was unable to convert, going 0-for-5, and visibly struggling to pick himself up off the dirt in every round. He finished No. 30 in the individual standings.
- The North Carolinian returned to the Oklahoma Freedom to begin the 2023 PBR Teams season, going 2-for-13, before he was traded to the Texas Rattlers in mid-September, just in time for the team's second-half surge.
- Vastbinder proved to be a valuable addition for Texas, as he went 2-for-5 in the final weeks of the regular season. At the final event of the campaign, the Rattlers became the only team to remain undefeated in their home venue, Dickies Arena. Again, going a perfect 3-0 in game play, the Rattlers repeated as the winners of their Fort Worth homestand. Texas finished the regular season ranked No. 3 with a 16-12 record.
- At the 2023 PBR Teams Championship, the Rattlers continued to ride red-hot, defeating the No. 8 Missouri Thunder, 174-84.5, to advance to Round 2. There, the Rattlers downed the No. 4 Oklahoma Freedom, 170.75-87, and Vastbinder converted in his postseason debut with the Rattlers on Lone Star for 86.25 points, as the team advanced to their second-straight Semifinals.
- On a seemingly unstoppable roll, the Rattlers beat the Arizona Ridge Riders with ease, 175.75-



O, to advance to the Championship Game for the first time in team history. Vastbinder returned to the lineup in the Semifinals but was bested by Dirty Sancho, bucked off in 5.28 seconds. In the Championship Game, Texas took on the regular-season No. 1 and their in-state rival Austin Gamblers. In a Lone Star State Showdown, the Rattlers went 4-for-5 to win the 2023 PBR Teams Championship by 90 points, 355.25-265.25.

- In addition to being crowned PBR Teams Champions with the Rattlers, Vastbinder added the PBR Challenger Series Championship event buckle to his trophy case.



## JOÃO RICARDO VIEIRA (Jo-ow Ricardo Vee-ay-da)

An 11-time PBR World Finals qualifier within the elite Unleash The Beast, and PBR Teams standout, seasoned Brazilian Joao Ricardo Viera is called by some “the greatest bull rider to have never won a World title.” He remains on the hunt for his first individual World Championship after finishing runner-up to the gold buckle and \$1 million bonus twice in his career. Few competitors have rivaled Vieira, a consistent force atop the world rankings, inside the iconic AT&T Stadium in Arlington, Texas, where the Itatinga-native has earned more than \$895,000. In addition, no rider has been more dominant in the 15/15 Bucking Battle: Vieira has won a PBR-best eight of the special rounds in his career. With the launch of the PBR Teams League Vieira has excelled in the team format, named event MVP in going 4-for-4 to help the Texas Rattlers win the PBR Teams Championship in 2023.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS QUALIFICATIONS

11

### HOMETOWN

ITATINGA, BRAZIL

### RESIDENCE

DECATUR, TEXAS

### HEIGHT WEIGHT

5'6" 163

### BORN

7/28/84

### RIDING HAND

LEFT

### CAREER EARNINGS

\$3,649,778

### HIGH-MARKED RIDE

94.25 POINTS  
ON WOOPAA IN  
ALBUQUERQUE, NEW  
MEXICO, ON MARCH 27, 2022



### AWARDS

- THREE-TIME PBR GLOBAL CUP TEAM BRAZIL QUALIFIER (2017, 2019, 2022)
- 2019 PBR GLOBAL CUP USA CHAMPION
- 2013 PBR ROOKIE OF THE YEAR
- 2022 PBR TEAM SERIES FIRST-ROUND DRAFT PICK  
MEMBER OF THE 3RD-PLACE TEXAS RATTLETS DURING THE 2022 PBR TEAMS SEASON
- MEMBER OF THE 2023 PBR TEAMS CHAMPION TEXAS RATTLETS
- 2023 PBR TEAMS CHAMPIONSHIP MVP

### TEAMS TRANSACTIONS:

- May 23, 2022: Acquired via trade from the Carolina Cowboys.
- February 23, 2023: Marked as a Protected Rider by the Texas Rattlers.

### JOURNEY TO THE PBR:

- Joao Ricardo Vieira was born and raised on a farm outside of Itatinga, São Paulo, where his father, Joao Batista da Silva Ambrosio, managed the land and livestock of another family.
- Vieira attended college intending to become a veterinarian, but after completing his undergraduate degree chose to pursue his newfound passion and become a professional bull rider.
- He did not start competing on bulls as an amateur until he was 17, saying that it all started as a joke. Vieira won a national title his freshman year of college and transitioned to PBR Brazil events, before making the jump to PBR's elite Unleash The Beast in 2013, relocating to the United States with just \$15,000 and little knowledge of the English language.



**CAREER IN REVIEW:****2013-2016:**

- In his first-ever season on the elite Unleash The Beast in 2013, Vieira wowed, crowned Rookie of the Year after accumulating 10,739.48 points to finish No. 3 in the world.
- During the 2013 campaign, he rode designated Monster Energy Money Bull TK 500 during the PBR 15/15 Bucking Battle in Hollywood, Florida, for \$123,000, at the time the second-largest payout in PBR history for one 8-second ride.
- From 2014-2016, Vieira continued to excel, finishing inside the world's Top 5 each season. In 2014, he finished a career-best No. 2 in the world standings.
- The Brazilian phenom won the Iron Cowboy, a PBR Major, in Arlington, Texas in back-to-back seasons in 2014 and 2015. In 2015, Vieira also won the Last Cowboy Standing Major, collecting more than \$383,000 via the two victories.

**2017-2018:**

- Vieira finished uncharacteristic campaigns No. 12 and No. 21 in the world, in 2017 and 2018, respectively.
- In 2017, Vieira competed as a member of runner-up Team Brazil at the inaugural PBR Global Cup event in Edmonton, Alberta, Canada, in November, contributing two scores.

**2019:**

- Vieira, re-established as a World Championship contender in 2019, was locked in one of the league's fiercest title races alongside Jess Lockwood, Jose Vitor Leme and Chase Outlaw.
- In the season's early weeks, Vieira won back-to-back Unleash The Beast events in Glendale, Arizona, and Sacramento, California, and then recorded his third win of the 2019 campaign a month later at the Last Cowboy Standing Major in Los Angeles.
- His success continued throughout the summer and into the final months of the year as Vieira reached his seventh PBR World Finals with 12 Top 10 finishes on the premier series. After finishing 19th at the World Finals, Vieira concluded 2019 ranked No. 4 in the world.
- In 2019, Vieira once again represented his nation at the PBR Global Cup USA, adding one score to the nation's victorious effort.

**2020:**

- When the 2020 season began in January in New York City, Vieira appeared to be in World Championship form, going a perfect 4-for-4, winning the season-launch Major inside Madison Square Garden, and catapulting to the world No. 1 ranking.
- Despite relinquishing the top ranking at the next event, Vieira reclaimed the world No.1 standing two weeks later after winning the 15/15 Bucking Battle in Sacramento, California.
- Remaining firmly in the Top 5 for the remainder of the first half, Vieira finished runner-up to the 2020 Iron Cowboy title in Los Angeles, while also logging an additional Top 5 effort, before returning home to Brazil at the onset of the COVID-19 (coronavirus) pandemic.
- Vieira returned to the elite Unleash The Beast for the start of the second half in Bismarck, North Dakota, in early August. While he had slipped to No. 3 in the world, Vieira climbed to No. 2 by the end of the regular season after winning his sixth career 15/15 Bucking Battle in Fort Worth, Texas, and dominating the final tour stop in Nampa, Idaho.
- The poised Brazilian's season ended abruptly when he was unable to compete at the 2020 PBR World Finals due to testing positive for COVID-19, once again finishing a heart-breaking No. 2 in the world standings.

**2021:**

- In 2021, for the third consecutive season, Vieira was once again in the hunt for the PBR World Championship.
- While he never ascended to the world No. 1 rank, and finished the season No. 4 in the world, Vieira's season included several career-defining moments.



- Compliments of a 90.75-point ride on Top Shelf, Vieira won the late September 15/15 Bucking Battle in Deadwood, South Dakota, marking his seventh win in the special round, the most of any rider in the PBR.
- In Sioux Falls in April, Vieira also logged a then career-best ride score, making the whistle aboard I'm Legit Too for a monstrous 93 points.
- At year's end, Vieira went 3-for-6 at the ninth PBR World Finals of his career to finish 10th. The Top 10 effort was the fourth of Vieira's career at the grueling multi-day championship, and first since 2016 when he was also 10th.

**2022:**

- Still on the hunt for his first gold buckle, Vieira started his 2022 season red-hot, delivering Top 20 finishes at each of the first four events, and winning the 15/15 Bucking Battle in Chicago. Vieira finished second in both New York and Chicago, catapulting him to the No. 1 rank in the world, before he won his first elite tour event of the season in Milwaukee, Wisconsin, in early February.
- After falling to No. 3 in the world at the beginning of March, Vieira rode to two additional event wins in Kansas City, Missouri, and Albuquerque, New Mexico, reclaiming the No. 1 rank. In New Mexico, he set his career high-marked ride with an incredible 94.25 dance atop 2021 World Champion Bull Woopaa.
- Vieira registered two additional Top-10 finishes to conclude the Unleash The Beast regular-season No. 1 in the world. However, Vieira began the World Finals No. 2 in the standings, surpassed by Daylon Swearingen at the Velocity Tour Finals.
- Once inside Dickies Arena for the first World Finals in Fort Worth, Texas, Vieira was riding in seemingly unstoppable form. He reclaimed the world No. 1 rank following a big 90.25-point ride atop Flapjack in Round 1. While he logged rides in Round 2 and Round 3, he was ultimately caught and then surpassed by Swearingen following the third round of action.
- Despite the strong start, Vieira stumbled as competition continued, going 1-for-5 in his last five outs, to conclude the World Finals sixth and ranked No. 3 in the world.
- After being selected by the Carolina Cowboys in the second round of the inaugural PBR Team Series Draft, Vieira was traded to the Texas Rattlers that night. Under Head Coach Cody Lambert, Vieira went 10-for-19 to help lead the Rattlers to a second-place regular season finish with a 16-12 record, earning a first-round bye in the playoffs, propelled by a league-record 10-game win streak to end the season. Amid the 10-game win streak, the Rattlers won three consecutive events, including their first homestand. Vieira was a driving force behind the streak, concluding the regular season with seven consecutive qualified rides.
- In Las Vegas for the first PBR Team Series Championship, the Rattlers fell to the Arizona Ridge Riders in Round 2, and Vieira was ultimately sidelined after being bucked off and suffering a broken jaw. In his absence, the team rallied, coming back and winning the Last Chance Game to eliminate the Austin Gamblers and Carolina Cowboys. The Rattlers fell to the eventual champion Nashville Stampede in the Semifinals before winning the Third-Place Game against the Oklahoma Freedom to finish the league's first season third.

**2023:**

- In 2023, for the tenth time in his career, Vieira concluded the individual season ranked firmly inside the world's Top 15.
- After riding to Top-25 finishes at his first two events, Vieira steadily improved, ending inside the Top 10 in his next three events to rise to the No. 22 rank in the Unleash The Beast standings at the end of January.
- As the tour continued, Vieira added two Top-5 efforts in Los Angeles and Little Rock, Arkansas, to climb to No. 16 in the Unleash The Beast standings after the first week of March.
- After earning three more Top 10 finishes, Vieira qualified for his 11th World Finals ranked No. 13 in the standings.
- While Vieira made the 8 in Round 1, he was bucked off in Round 2, which sidelined him for the third round of competition. While Vieira briefly returned to the event for Round 4, after the out, he was sent to the sidelines due to a rib injury.



- Vieira finished the year ranked No. 15 in the Unleash The Beast standings after his one score in Fort Worth tied him for 19th at the PBR's 30th Anniversary World Finals.
- The hardened veteran returned to the Texas Rattlers for the second season of PBR Teams in 2023, and he once again excelled, going an impressive 12-for-24 throughout the regular season and finishing sixth in the MVP race.
- The Rattlers got hot after a slow start, winning the mid-September event in Ridgedale, Missouri, and their homestand in Fort Worth, Texas, for the second consecutive season. The Rattlers are the only team in the league to have won every game inside their home venue. In 2023, the Rattlers perfect 3-0 showing in game play included an 88.25-point ride from Vieira, helping them upset the regular-season No. 1 Austin Gamblers.
- Compliments of their resurgence in the second half, the Rattlers finished No. 3 in the regular season with a 16-12 record.
- At the 2023 PBR Teams Championship, the Rattlers and Vieira continued to ride red-hot. With the help of Vieira's 89.5-point ride on Mr. Excavator in the opening round of games, the Rattlers defeated the No. 8 Missouri Thunder, 174-84.5, to advance to Round 2. There, the Rattlers downed the No. 4 Oklahoma Freedom, 170.75-87, to advance to the team's second-consecutive Semifinals. Vieira remained perfect in Round 2, helping to lead his team to victory as he topped Kodiak for 84.5 points.
- With Vieira and Texas on a seemingly unstoppable roll, the Veteran rider, frequently in the lead-off role for the team again delivered in the Semifinals, this time for 88.5 points on Red Scorpion, to as the team easily beat the Arizona Ridge Riders, 175.75-0, to advance to the Championship Game.
- In the most important game of the season, the Texas Rattlers faced off against the regular-season No. 1 and their instate rival Austin Gamblers. In a Lone Star State Showdown, the Rattlers went 4-for-5, including Vieira's 88.75-point ride on Outlaw, to win the 2023 PBR Teams Championship. The Brazilian's perfect 4-for-4 performance earned him the 2023 PBR Teams Championship MVP title.



## KEYSHAWN WHITEHORSE

A proud rider from the Navajo Nation, 2018 PBR Rookie of the Year Keyshawn Whitehorse is known for his methodical preparation and the spirituality he brings to partnering with each bull he attempts. While Whitehorse has reached numerous milestones in his young career to date, including registering his first 90-point ride and event win on the premier series, two titles have eluded him, that of PBR World Champion and PBR Teams Champion.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

6

### HOMETOWN

MCCRACKEN SPRINGS, UTAH

### RESIDENCE

MCCRACKEN SPRINGS, UTAH

### HEIGHT

5'8"

### WEIGHT

155

### BORN

6/24/92

### RIDING HAND

RIGHT

### CAREER EARNINGS

\$989,875

### HIGH-MARKED RIDE

93.75 POINTS ON CHISELED DURING THE CHAMPIONSHIP ROUND OF THE 2020 PBR WORLD FINALS IN ARLINGTON, TEXAS ON NOVEMBER 15, 2020



### AWARDS

- FOUR-TIME PBR GLOBAL CUP TEAM USA QUALIFIER
- 2018 PBR ROOKIE OF THE YEAR
- MEMBER OF THE 2ND-PLACE ARIZONA RIDGE RIDERS DURING THE 2022 PBR TEAMS SEASON
- MEMBER OF THE 2023 3RD-PLACE ARIZONA RIDGE RIDERS DURING THE 2023 PBR TEAMS SEASON

### TEAMS TRANSACTIONS:

- June 25, 2022: Signed as a free agent by the Arizona Ridge Riders.
- June 29, 2022: Marked as a Protected Rider by the Arizona Ridge Riders.
- February 23, 2023: Marked as a Protected Rider by the Arizona Ridge Riders.

### JOURNEY TO THE PBR:

- Growing up on the high desert of rural southern Utah, Keyshawn Whitehorse began his career at age 5, mutton busting, working his way up to steers and eventually bulls. His father was a hobby bull rider and enjoyed watching the PBR on television, which was how he was exposed to the sport.
- Whitehorse also credits Robson Palermo as being a tremendous mentor, helping him with his riding style as well as the general disciplines of the sport.
- After competing in the MBR (Miniature Bull Riders) as a youngster, during his high school years, Whitehorse's family moved to Texas, and he began riding competitively on his high school team.
- Proud of his Navajo roots, Whitehorse draws on spiritual traditions before each out, with a methodical



preparation including a prayer ritual that blends Navajo tradition and Christianity. Whitehorse also anoints his body with burnt cedar and asks for protection and for communion with the bull he is attempting to ride. Rather than seeking to dominate the bovine, he prays for a partnership.

## CAREER IN REVIEW:

### 2015-2017:

- Whitehorse made his PBR debut in 2015, finishing second at the Touring Pro Division event in Fredericksburg, Texas.
- After competing at several more Touring Pro Division stops and events on the Pendleton Whisky Velocity Tour, Whitehorse debuted on the elite Unleash The Beast in Feb. 2016 at the Iron Cowboy in Arlington, Texas, one of four Major events that season, where he was fourth.
- While he reached the sport's top level one more time in 2016, riding in San Jose, California, a season in which Whitehorse also won two Pendleton Whisky Velocity Tour events, and competed at five events in 2017, it wasn't until 2018 that he became a consistent presence on the elite Unleash The Beast.

### 2018:

- Recording six regular-season Top 10 efforts, led by a third-place result in St. Louis, Missouri, where he was third, Whitehorse qualified for his first-ever PBR World Finals in 2018.
- Capping his performance in Las Vegas with an 89.5-point trip on Wicked Dreams in Round 5, then the high-marked ride of his career, Whitehorse clinched the Rookie of the Year honor, ending the season No. 19 in the world.
- His breakthrough year also included his first selection to Team USA for the PBR Global Cup, competing as the nation's alternate in Sydney, Australia.

### 2019:

- Unable to continue his momentum into 2019, Whitehorse fell victim to the premier series cutline in March.
- Whitehorse battled his way back to the elite tour via success on the Velocity Tour, backed large in part by a win in Casper, Wyoming.
- Finding subsequent success on the premier series, led by a season-best fifth-place result in Sioux Falls, South Dakota, coupled with a strong summer run, Whitehorse made his second consecutive appearance at the World Finals in 2019. While he was shut out, Whitehorse finished the year ranked inside the Top 35, ending the season No. 33.
- Despite his challenges, one of Whitehorse's highlights from 2019 included representing the Navajo Nation on the all-Native American Team USA Wolves at the debut PBR Global Cup on American soil.

### 2020:

- Whitehorse's 2020 season on the elite tour began from the sidelines. While riding at the early January event in Denver, Colorado, he aggravated a riding hand injury, which kept him out of Unleash The Beast competition until late February.
- Once he returned to competition, Whitehorse was electric, especially in the second half of the season, recording six Top 10 finishes en route to his third World Finals qualification.
- Inside AT&T Stadium for the first-ever iteration of the season-culminating event in Texas, Whitehorse reached new career heights. In Round 2, he recorded his first 90-point ride on the premier series when he covered Rocky for an impressive 90 points.
- Whitehorse then recorded two additional 90-point rides at the event, including his new career-best ride, a 93.75-point trip on YEI PBR World Champion Bull contender Chiseled in the championship round.
- He finished the 2020 PBR World Finals second, with a year-end No. 7 rank in the world standings.
- In 2020, Whitehorse also returned to represent Team USA Wolves for the 2020 PBR Global Cup USA.



**2021:**

- In 2021, for the second consecutive season, Whitehorse finished inside the world's Top 20, concluding the season No 15 following the fourth PBR World Finals of his career.
- Whitehorse began his campaign in impressive but unconventional fashion, winning his career-first Unleash The Beast event in mid-February at the historic event that began in Del Rio, Texas, and concluded in Glendale, Arizona due to an unprecedented winter storm.
- While Whitehorse hit a slump, the Utah native righted his course with a strong summer push that included a win on the Pendleton Whisky Velocity Tour in Tryon, North Carolina.
- As the year continued, Whitehorse registered three additional Top 10 efforts on the premier series before competing at the 2021 PBR World Finals.
- Whitehorse's 2021 season also featured a career-best four 90-point rides.

**2022-2023:**

- Whitehorse remained consistent in 2022, getting off to a hot start on the Unleash The Beast logging back-to-back Top 15 efforts during the opening two events of the year.
- In March, for the fourth time in his career, Whitehorse was tapped to ride for Team USA Wolves at the PBR Global Cup USA.
- In the weeks that followed the team tournament, Whitehorse continued to excel on the premier series and Velocity Tour before qualifying for his fifth consecutive PBR World Finals.
- During the inaugural PBR Teams draft, however, Whitehorse went undrafted. Entertaining numerous offers, Whitehorse signed as a free agent with the Arizona Ridge Riders in early July.
- Proving to be a crucial signing for the team, Whitehorse helped lead Arizona to the Championship game during the PBR Teams Championship in November in Las Vegas. Despite a valiant effort, the team lost to the Nashville Stampede, finishing second in the league's inaugural season. Whitehorse built on his Team Series success in 2023, finishing inside the Top 20 during the individual campaign.
- The Utahn got off to a solid start, finishing inside the Top 10 in his first two events of the season. After adding two more Top-20 efforts in December, Whitehorse was ranked No. 10 in the Unleash The Beast standings as the 2023 calendar year began.
- While Whitehorse only covered one bull in the first month of the year, he bounced back in February, finishing second in Sacramento, California, and adding two more Top-10 finishes to close out the month, putting him at No. 11 in the standings.
- Whitehorse concluded the regular season with three additional Top 10 results to enter the PBR's 30th Anniversary World Finals as the No. 15 ranked rider in the Unleash The Beast standings. Going 1-for-7 in Fort Worth, Whitehorse finished 31st at the 2023 PBR World Finals, sliding to No. 17 in the standings to finish the individual campaign.
- Returning for his second season with the Arizona Ridge Riders, Whitehorse was unable to find his groove during the regular season, going 3-for-21. Arizona finished No. 5 in the league with a 13-15 record, winning an event in Oklahoma City, Oklahoma.
- In Las Vegas for the PBR Teams Championship, the Ridge Riders started red hot, defeating the No. 6 Carolina Cowboys, 344-265.5, on Whitehorse's clutch 88.5-point walk-off ride on Twisted Feather.
- Building on their momentum, the team then bested the regular season No. 2 Kansas City Outlaws, 160.25-86.75, to advance to the Semifinals. One win away from their second-consecutive Championship Game appearance, Arizona stumbled against the No. 3 Texas Rattlers, falling 175.25-0. Proving their resilience, the team rallied to trounce the Missouri Thunder, 344.75-0, in the Third Place Game, as Whitehorse once again came through by covering Mikey's Surprise for 85 points.



## FLAVIO ZIVIERI

Flavio Zivieri burst onto the premier Unleash The Beast in 2023 and quickly made a name for himself after he recorded a 90-point ride at his second event on the top tour. The Carolina Cowboys leapt at the opportunity to add the talented Brazilian to their roster, and now Zivieri has his eyes not only on contending for a gold buckle but also a PBR Teams Championship in the coming seasons.

**B-ROLL**  
(COURTESY PBR)

**PHOTOS**  
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

### WORLD FINALS APPEARANCES

1

### HOMETOWN

BALSAMO, BRAZIL

### RESIDENCE

DECATUR, TEXAS

### HEIGHT WEIGHT

5'7 121

### BORN

5/19/97

### RIDING HAND

LEFT

### CAREER EARNINGS

\$96,307

### HIGH-MARKED RIDE

90.25 POINTS ON MANABA IN SACRAMENTO, CALIFORNIA, ON FEBRUARY 5, 2023



### AWARDS

- 2023 PBR TEAMS RESERVE ROSTER DRAFT FIRST ROUND PICK

### TEAMS TRANSACTIONS:

- May 17, 2023: Selected in the first round of the Reserve Rider Draft by the Carolina Cowboys.

### JOURNEY TO THE PBR:

- Zivieri learned to ride growing up in Balsamo, Brazil, where he returns to spend time with friends and family whenever he has the opportunity.

### CAREER IN REVIEW:

#### 2017-2021:

- Zivieri made his PBR debut in Brazil in August 2017 and finishing inside the Top 25 at all three events he competed in until July 2018.

#### 2021-2023:

- After a three-year hiatus, Zivieri returned to PBR competition in 2022. He competed once more in Brazil before heading to America, bringing his talents to the Challenger Series.
- Zivieri made his stateside debut in Samford, Texas, in June. Quick to find his groove, the Brazilian newcomer recorded his first Challenger Series ride two weeks later in Fort Worth, Texas, where he finished fifth at the PBR Sundays at Cowtown event series.



- Despite the quick start, Zivieri logged just one more Top-5 finish, riding to a third-place result in Erick, Oklahoma, in August to close out his Challenger Series season.
- In 2023, he burst onto the Pendleton Whisky Velocity Tour by going a perfect 3-for-3 and finishing second at his first event in Lexington, Kentucky.
- Now in a groove, Zivieri finished sixth the following week at the prestigious National Western Stock Show in Denver, Colorado, before winning his first PBR event in Charleston, West Virginia, courtesy of another 3-for-3 showing, which brought Zivieri his first invite to the elite Unleash The Beast.
- Zivieri made his premier series debut in Indianapolis at the end of January. While he was shut out in Indiana, Zivieri rallied and finished fifth in his second premier series event in Sacramento, California, the following weekend, posting his first 90-point ride covering Manaba for a commanding 90.25 points.
- While Zivieri recorded just one Top 10 finish across the next two months of action on the top tour, a fourth-place finish in Albuquerque, New Mexico, he remained focused on his goals.
- Knowing he needed to buckle down if he wanted to attend the PBR's 30th Anniversary World Finals, Zivieri locked in for the last event of the individual season in Louisville, Kentucky, placing 12th in going 1-for-2. Earning a crucial 13 points to rise to No. 44 in the standings, Zivieri punched his ticket to his first World Finals.
- After finishing 16th at the Velocity Tour Finals, Zivieri was bucked off in his first four attempts in Fort Worth.
- Zivieri righted the ship in Round 5, covering Fierce's Dirt Nap for 89 points. Despite not making the 8 in the last two rounds, the Brazilian's tie for 16th moved him up to No. 43 in the standings to conclude the season.
- The Carolina Cowboys selected Zivieri in the first round of the 2023 Reserve Rider Draft ahead of the league's second season.
- Zivieri went 3-for-10 with the Cowboys in his first PBR Teams season, helping the team go 11-17 and finish the regular campaign No. 6 in the league.
- At the 2023 PBR Teams Championship in Las Vegas, the Cowboys were unable to find their groove. The team lost to the No. 5 Arizona Ridge Riders, 344-265.5, in Round 1 before being eliminated from the tournament by the No. 8 Missouri Thunder in the first Last Chance Game.