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YETI PBR WORLD CHAMPION BULL

All bulls that compete on the PBR’s premier series are eligible to win the YETI PBR World Champion Bull title, provided they have not been deemed ineligible by the league.

The YETI PBR World Champion Bull will be determined by a bull’s Top 8 outs during regular season events on the premier series plus two outs at the PBR World Finals. The bull with the highest average bull 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 two outs at the World Finals will be named the YETI PBR World Champion Bull. (If there remains a tie among two or more bulls, the championship 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 the course of each season on the average of the eight highest bull scores awarded to each bull competing. At the conclusion of the regular season, the stock contractors for the top three 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.

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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 two outs at the PBR World Finals, and any bull with two outs at the event is eligible. PBR’s Livestock Director selects the qualifying bulls for the World Finals, as well as the bulls awarded two outs. Unless otherwise disqualified, the Top 7 bulls in the final season standings are guaranteed to be awarded two 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.

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<td>2019</td>
<td>SMOOTH OPERATOR</td>
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SMOOTH OPERATOR
2019 PBR YETI WORLD CHAMPION BULL

The 2019 PBR YETI World Champion Bull race was as feverish as the 2019 PBR World Championship chase, determined by the final outs of the 2019 PBR World Finals where 9-year-old Smooth Operator outlasted some of the sport’s rankest to be crowned the season’s PBR YETI World Champion Bull. Smooth Operator dethroned three-time and reigning World Champion Bull SweetPro’s Bruiser to capture the first Championship of his career.

From nine-time Stock Contractor of the Year Chad Berger, Smooth Operator concluded the regular-season atop the rankings with an impressive 45.84-point world average. The bovine athlete won a league-best six YETI “Built for the Wild” Bull of the Event honors, recording the top marks in Chicago, Los Angeles, Tacoma, Tulsa, Nashville and Minneapolis. Within the tight race, he entered World Finals leading then No. 2 Smooth Wreck by 0.15 points, No. 3 Fearless by 0.25 points, No. 4 Heartbreak Kid by 0.28 points, No. 5 SweetPro’s Bruiser by 0.46 points, No. 6 Legit by 0.87 points and No. 7 Lil 2 Train by 0.93 points.

At the sixth PBR World Finals of his career, Smooth Operator was dominant once inside T-Mobile Arena in Las Vegas during his two trips at the 2019 PBR Unleash The Beast World Finals.

In the event’s Round 2 rank pen, Smooth Operator first recorded a 46.25-point score for his 6.99 seconds of work against Dylan Smith. While he was outscored by Heartbreak Kid, who climbed to No. 2 in the rankings courtesy of his round-best 46.5-point score, Smooth Operator retained a 0.22-point lead in the world title race.

Then, Smooth Operator, recorded the trip that left brought fans in T-Mobile Arena exploding from their seats in raucous cheers. He dispatched the tough-as-nails Chase Outlaw in a swift 4.11 seconds, earning a season-best 47-point bull score to clinch the 2019 YETI PBR World Championship and 2019 YETI PBR Bull of the World Finals honor.

Smooth Operator then took what could only be regarded as a proud victory lap, soaking in the cheers of the record-setting World Finals crowd before exiting the arena.

“I said a little prayer right before he bucked, and thank God for today,” Berger said with his eyes still wet with tears on the back of the bucking chutes.

“I will tell you what. That bull. I don’t know if that bull knew today was the day, but he left every ounce he had right here on that dirt. I never seen a bull try that hard. He is 9 years old, and to come out and do what he did was amazing.”

Smooth Operator is the 17th different World Champion Bull in PBR history.

The bovine athlete ended the season with a 14-3 record and a career-high average bull score of 45.51 points. Of his 17 outs, 13 were marked 45 points or more, including 7 outs marked in excess of 46 points.

Smooth Operator now holds a 92.92% career buckoff average across all levels of competition, and has only been conquered seven times in 99 outs. Those who have made the 8 on the bovine athlete include 2016 PBR World Champion Cooper Davis, Jose Vitor Leme, Cody Teel, Mason Lowe and 2008 PBR World Champion Guilherme Marchi. Further illustrating his bucking prowess at the sport’s top level, Smooth Operator has only been covered once in 11 outs at the PBR World Finals, ridden by Marchi for 89.5 points during Round 2 in 2016.
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.

PBR Livestock Director Cody Lambert hand picks bulls for each nationally-televised, premier series Unleash The Beast event, the Pendleton Whisky Velocity Tour, and Touring Pro Division. Each premier series event 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 world standings at the conclusion of the 24th regular-season premier series event. The PBR Stock Contractor of the Year receives a year-end $10,000 bonus.

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CHAD BERGER
2019 PBR STOCK CONTRACTOR OF THE YEAR

In 2019, Chad Berger once again made history when he was honored as PBR's Stock Contractor of the Year for a ninth time – the sixth consecutive year Berger has been named Stock Contractor of the Year, an honor voted on by the Top 40 riders in the world standings.

“It is an honor,” Berger said. “And it is a lot of work. We are looking for bulls all the time. Keeping them healthy and maintained and figuring out which ones to take and which ones to leave. It takes a lot of strategy to win this award. All of my sponsors. My partners. My family. None of this would be possible without them.”

Berger boasts a deep, talented bull pen, having supplied more than half of the bull power at numerous premier series events throughout the 2019 regular season. His roster is highlighted by 2019 YETI PBR World Champion Bull Smooth Operator, who was ridden just three times at the sport’s top level last year, Smooth Wreck, Legit and Sky Harbor.

PBR Livestock Director Cody Lambert said it is no surprise that Berger won the 2019 Stock Contractor of the Year award.

“As great as a lot of stock contractors are, very few are at that level,” Lambert said. “I have never seen anybody have as many really good bulls as Chad. He has a great eye for talent.

“Saying Chad is a great stock contractor is a real understatement. It is like saying Tom Brady is a great quarterback. What should be said is that nobody has ever done it the way they do.”

PBR Co-Founder Ty Murray added that he believes Berger will win the honor in future seasons, further etching his name into the history books.

“People like Chad have brought all kinds of people to this sport. The reason he is such an ambassador is because he loves it. He believes in it. It is easy to sell a product when you love and believe in it. That is what us as founders did, and that is what he is still doing.”
PBR ANIMAL ATHLETE SAFETY & WELFARE MEASURES

• No one can make a bull buck. The extraordinary animal athletes of the PBR are carefully bred to compete. Contrary to popular myths, the bulls are not agitated in any way, particularly in the area of their genitals.

• PBR has initiated and implemented a number of measures designed to foster and support the welfare of our bovine athletes.

• PBR redesigned the traditional rodeo bucking chute to improve rider and bull safety. Since it was implemented, the design has eliminated leg injuries suffered by bulls in the chutes.

• PBR redesigned the traditional rodeo lead-up alleys and holding areas to further mitigate the risk of bull injuries.

• With the sport’s stock contractors, the PBR established guidelines for the transportation of bulls to and from events, including but not limited to:

  • Bulls ride in trailers with air-ride suspensions to reduce the risk of injury during transportation.

  • Bulls are hauled for no more than 10 hours at a time and given an equal amount of time to rest before resuming travel.

  • In each city in which an event is conducted, bulls are housed at local ranch facilities with the proper pen size and space per bull. Bulls are trucked from the local facility to the event venue and back each day.

  • There are approximately 60 bulls at a one-day event, 90 bulls at a two-day event and 110 bulls at a three-day event. A bull bucks only one time per day and no more than two times at a typical event. Approximately 30-40 of the bulls at a typical two-day event will buck only once at that event.
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. The PBR has a vast number of championship-caliber bulls who compete on the PBR’s multi-tiered tour structure. The bulls receive treatment consistent with PBR’s stringent animal welfare policy; among stock contractors who own 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 Olympic Games. 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 1,600-1,700 pounds. PBR bucking bulls very rarely weigh less than 1,200 pounds but can weigh as much as 2,000-2,200 pounds.

Q: What does a bull eat?
A: Bulls eat high-protein feed, which helps the bulls 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 air and exercise. There are many ranches from coast-to-coast across North America.

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 a few 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, buckoff percentage, and average rider score, the higher 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 they retire from competition they often become sires in bucking bull 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 ABBI (American Bucking Bull Inc.). The ABBI has more than 200,000 animals with bucking bull genetics registered in its database.

The bulls 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, loosely positioned around the bull’s flank, in front of their hips, helps create a more uniform, less erratic bucking performance. Care is taken to ensure that the genitals are not involved; the flank strap never comes in contact with the bull’s genitals, and the bulls are not agitated 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 has smooth, round edges and does not harm the bull in any way.

Q: What is the difference between a conventional and a 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 or 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: How many miles do bulls travel on the PBR circuit?

A: The PBR has an extensive network of stock contractors located in all parts of North America, therefore the best bulls in the country are provided for each event regardless of location. The bulls arrive at the arena at least 24 hours prior to an event which helps ensure that they are acclimated, rested, well-fed and hydrated prior to competition.

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

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

PBR stock contractors treat their bulls with respect because they are a huge investment. These animals are truly gifted, so they are given the absolute best care available.
**BULL INJURIES**

It is extremely rare that a PBR bull is injured as a result of his performance; 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 premier series 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 premier series 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.
- In the case of serious injuries requiring treatment outside the arena, updates to the bull’s condition will be released to the public upon PBR’s approval.

AMERICAN BUCKING BULL INCORPORATED (ABBI)

PBR and a visionary group of stock contractors acquired a DNA Registry formerly known as RSR (Rodeo Stock Registry) in 2003. They understood the value and importance of preserving bucking bull genetics. This database was the foundation of American Bucking Bull Inc. (ABBI) and that registry that would swell from 20,000 to more than 200,000 animals in just over a decade.

ABBI is the largest bucking cattle registry in the world with now more than 200,000 animals that are DNA verified in its organization. These animals are recognized as being part of a unique breed called American Bucking Bull; registered bulls 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 $3 million to bucking bulls in 2019, including more than $1.3 million in Las Vegas alone during the season-culminating World Finals. Superstar animals such as three-time PBR World Champion Bulls Bushwacker 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 $480,000, while the ABBI Futurity World Finals features the top Futurity (2-year-old) bulls competing for an estimated purse of $120,000. The ABBI Classic World Finals are held in conjunction with the PBR World Finals.

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 the bulls 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 is held in conjunction with the PBR World Finals, featuring the ABBI’s Top 3- and 4-year-old bulls, (based upon the regular season standings) competing for an estimated purse of $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; a bull can’t be made 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 (“heart”) and confirmation.
ABBI WORLD CHAMPION CLASSIC BULL AND ABBI WORLD FINALS CLASSIC EVENT CHAMPION

The ABBI World Champion Classic Bull is crowned in Las Vegas and awarded $100,000. This 3- or 4-year-old bull is decided from his Top 6 scores headed into the World Finals, in addition to his two performances at the season-culminating event.

In 2018, the ABBI began to crown a World Finals Classic Event Champion. 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 PBR World Finals.

<table>
<thead>
<tr>
<th>YEAR</th>
<th>BULL</th>
<th>STOCK CONTRACTOR</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>CHISELED*</td>
<td>D&amp;H CATTLE CO./FLINN</td>
<td>ARDMORE, OKLAHOMA</td>
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<tr>
<td>2018</td>
<td>HOCUS POCUS*</td>
<td>BARTHOLOM/ALMAND/D&amp;H CATTLE CO.</td>
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<td>HIGH TEST</td>
<td>TOMMY JULIAN/D&amp;H CATTLE CO.</td>
<td>ARDMORE, OKLAHOMA</td>
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<tr>
<td>2016</td>
<td>WICKED STICK</td>
<td>DAKOTA RODEO/BERGER-STRUVE</td>
<td>MANDAN, NORTH DAKOTA</td>
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<tr>
<td>2015</td>
<td>BRUISER</td>
<td>D&amp;H CATTLE CO.</td>
<td>ARDMORE, OKLAHOMA</td>
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<td>2014</td>
<td>LONG JOHN</td>
<td>D&amp;H CATTLE CO.</td>
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<td>2013</td>
<td>THE ROCKER</td>
<td>WYATT CROWDER BUCKING BULLS</td>
<td>FORT LUPTON, COLORADO</td>
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<td>2012</td>
<td>SHEPHERD HILLS TESTED</td>
<td>LUTHY/ DUCKWALL/D&amp;H CATTLE/ SHEPHERD HILLS CUTLERY</td>
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<td>2011</td>
<td>BACK BENDER</td>
<td>ACKERMAN/COX</td>
<td>STEPHENVILLE, TEXAS</td>
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<td>2010</td>
<td>BUSHWACKER</td>
<td>JULIO MORENO/RICHARD OLIVEIRA</td>
<td>ORANGEVALE, CALIFORNIA</td>
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<tr>
<td>2009</td>
<td>BLACK PEARL</td>
<td>RAVENSCROFT/BOYD-FLOYD BULL CO.</td>
<td>STEPHENVILLE, TEXAS</td>
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<td>2008</td>
<td>CROSSWIRED</td>
<td>D&amp;H CATTLE CO./CLIFTON WIGGINS</td>
<td>ARDMORE, OKLAHOMA</td>
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<td>TROUBADOUR</td>
<td>JULIO MORENO BUCKING BULLS</td>
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<td>2006</td>
<td>GOD’S GIFT</td>
<td>DON KISH BUCKING BULLS</td>
<td>RED BLUFF, CALIFORNIA</td>
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<tr>
<td>2005</td>
<td>STRAY KITTY</td>
<td>D&amp;H AND BUCK</td>
<td>ARDMORE, OKLAHOMA</td>
</tr>
<tr>
<td>2004</td>
<td>BIG DEAL</td>
<td>D&amp;H AND BUCK</td>
<td>ARDMORE, OKLAHOMA</td>
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</table>

*This bull was also the ABBI World Finals Classic Event Champion*
ABBI WORLD FINALS FUTURITY CHAMPION

The ABBI World Finals Futurity Champion is the 2-year-old bull with the highest score when his top six 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.

<table>
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<tr>
<th>YEAR</th>
<th>BULL</th>
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<tr>
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<td>SARA &amp; CORD MCCOY/STEVE BEST</td>
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<td>2017</td>
<td>AUDACIOUS</td>
<td>444 BUCKING BULLS/D&amp;H CATTLE</td>
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<td>TANGO</td>
<td>WYATT CROWDER BUCKING BULLS</td>
<td>FORT LUPTON, COLORADO</td>
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<td>GRUMP</td>
<td>HARRISON/D&amp;H</td>
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<td>2013</td>
<td>AMIGO II</td>
<td>STOLTZFUS CATTLE COMPANY</td>
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<td>2012</td>
<td>JUNGLE FEAR</td>
<td>PILLOW BUCKING BULLS</td>
<td>LAWTON, OKLAHOMA</td>
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<td>2011</td>
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<td>PILLOW/BARRETT</td>
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<td>RAGIN J.T.</td>
<td>TUTTLE/JAYNES GANG</td>
<td>BEAUMONT, TEXAS</td>
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<tr>
<td>2009</td>
<td>PURE SMOKE</td>
<td>SCOTT ACCOMAZZO</td>
<td>STEPHENVILLE, TEXAS</td>
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<td>2008</td>
<td>COPP HOU</td>
<td>JERRY COPP</td>
<td>TULSA, OKLAHOMA</td>
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<tr>
<td>2007</td>
<td>DEJA BLU</td>
<td>JUSTIN MCKEE</td>
<td>WINSTON-SALEM, N.C.</td>
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<tr>
<td>2006</td>
<td>COMET’S GOLD</td>
<td>LYNDAL HURST/VERNON GUIDRY</td>
<td>MADISONVILLE, TEXAS</td>
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<td>2005</td>
<td>CRAZY TRAIN</td>
<td>D&amp;H CATTLE CO.</td>
<td>ARDMORE, OKLAHOMA</td>
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<tr>
<td>2004</td>
<td>STRAY KITTY</td>
<td>D&amp;H AND BUCK</td>
<td>ARDMORE, OKLAHOMA</td>
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At five feet, five inches, 130 pounds, Jess Lockwood may be one of the toughest athletes in sports. Now the youngest two-time PBR World Champion in league history, Lockwood overcame near season-ending injuries in both his championship runs. During the 2017 season, the youngest World Champion in PBR history got on bulls 12 to 15 times his size after suffering a torn groin, being knocked unconscious twice, enduring back spasms, and recovering from four busted ribs, a punctured lung, and a bruised kidney. In 2019, he rebounded from a broken collarbone that sidelined him for three months and nine Unleash The Beast events to emerge the victor in one of the most feverishly contested World Championship races in league history.

Lockwood’s grit and toughness comes with the turf, hailing 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. His aunt, Lisa Lockhart, is a legendary barrel racer who has qualified for the National Finals Rodeo 13 times and is a two-time Calgary Stampede Champion. 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 left home to begin 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 PBR co-founder and two-time World Champion Justin McBride. In two months’ time, Lockwood earned a berth onto the elite tour. With a seemingly inherent sense for the dramatic, three events into his debut season on the Unleash The Beast, Lockwood won in Billings, Montana, his home state. Lockwood finished the season No. 8 in the world standings, earning the 2016 Rookie of the Year title.
Then, in 2017, Lockwood turned heads. He came into New York City on a Friday morning to ring the opening bell at the New York Stock exchange, and on Sunday walked off the dirt with a six-figure check after winning the PBR Major opening the new season. The bull rider, then 19, was world No.1 for the first time, and he held that ranking for six weeks, also winning in Sacramento, California. Lockwood battled through numerous injuries throughout the season, but backed by a strong 3-for-6 showing at the World Finals became the youngest World Champion in PBR history. Lockwood is 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. His success propelled him to national stardom, featured by the likes of Sports Illustrated, CBS This Morning, Business Insider, Interview, and Hero magazine as well as appearing on STEVE!

Battling a groin injury throughout 2018, Lockwood finished an uncharacteristic No. 12 in the world. The 2019 season, however, unfolded in a much different manner. Once again winning the season-launch Major in New York City, Lockwood also won the following weekend in Chicago to take a firm hold of the world No. 1 ranking. He held the 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 opening round of the 2019 PBR Global Cup USA on Feb. 9, which sidelined him for three months and nine elite tour events. Upon returning in mid May in Albuquerque, Lockwood, who had slipped to world No. 4, put the bull riding world on notice, picking up his winning ways right where he left off. After winning the event’s 15/15 Bucking Battle, he mounted one of the most dominant summer campaigns in league 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. Entering the World Finals, Lockwood trailed world No. 1 Leme by 749.66 points, but a 5-for-6 performance 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. Several PBR legends said it was the best World Finals performance ever. Lockwood finished the season with $1,873,731.80. In surpassing the $3 million earning mark in just four PBR seasons, he is now No. 6 in the league in all-time earnings.

When not riding, Lockwood enjoys all that comes with being a cowboy, including working on the ranch. The former Montana high school wrestling star also likes to work out; running, lifting weights and hot yoga are part of a fitness routine he had the opportunity to perfect in 2017 as one of a contingent of riders invited to train for a week at the prestigious IMG Academy. During the 2019 season, Lockwood married World Champion barrel racer Hailey Kinsel.
Young Brazilian athlete Jose Vitor Leme blazed onto the scene in a unique, memorable and record-setting fashion during the 2017 PBR World Finals. He stepped onto U.S. soil for the first time, rode every single bull over five days in T-Mobile Arena, and became the first rider to win the Rookie of the Year title when the only premier series event he had entered was the World Finals.

Eight days before that epic Las Vegas performance, the western sports world may not have heard the name Jose Vitor Leme. Now, no one would ever forget it.

After getting on his first calf at the age of seven, inspired by his father Jose Antonio, a former bull rider at local events in Brazil, Leme abandoned the sport when his parents divorced and the family sold their bulls. With the separation, which resulted in Leme moving in with his mother Silvia, came his interest in soccer. Leme played soccer for 11 years, part of which was semi-professionally, simultaneously earning numerous titles in another sport, karate. However, he always felt pulled to bull riding, and at the age of 18 got on his first bovine athlete. While Leme says his father always taught and encouraged him as a bull rider, he also gained a lot of instruction from watching videos of his idols, including J.B. Mauney, Silvano Alves, Guilherme Marchi and Luciano de Castro, which he used to perfect his form. 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 bull rider.
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 (PWVT) Finals in Las Vegas. For the first time in his life, Leme boarded an airplane and left Brazil for a trip that would result in his name etched into the PBR record books. After going 3-for-4 to finish eighth at the PWVT Finals, Leme earned a berth to the Unleash The Beast World Finals, the most prestigious event in bull riding, as the top-finishing international invite. On the sport's biggest stage, the young gun was electric, going 6-for-6, to capture both the World Finals event title, $300,000 bonus, and Rookie of the Year honors. Historically, Leme is the first rider to win the Rookie of the Year title where 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; and fifth Rookie of the Year to win the World Finals event title.

Leme's World Finals performance was punctuated by his 94.5-point trip on Magic Train in the Championship Round, earning him the Lane Frost/Brent Thurman Award for the high-marked ride of the event. For the 2017 season, the score was second only to Stormy Wing's 95.25-point trip in March. PBR Livestock Director Cody Lambert called it as good as any ride he'd seen in his life. Of Leme's six qualified rides on the elite tour, three earned him a score of 90 points or more. When compared to two-time World Champion J.B. Mauney, it took the rider some call “the best of all time” eight months on the premier series to score his first 90-point ride. After beginning the 24th annual World Finals No. 53 in the world, Leme finished 2017 as the world's No. 7 ranked rider. After his dominating performance at the World Finals, Leme travelled to Edmonton, Alberta, Canada as part of Team Brazil for the inaugural Global Cup. Leme contributed two qualified rides to Team Brazil’s runner-up finish.

During the 2018 season there was no sophomore slump for Leme, who in prime form, picked up two premier series event wins and 11 Top-5 performances through the regular-season, nipping at the heels of his fellow countryman Kaique Pacheco the whole season. Upon arriving in Las Vegas for 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 Pacheco. During the season, Leme was once again tapped to represent his country at the 2018 Global Cup Australia, going 2-for-3 as Brazil captured the title by 0.75 points.
Entering his third season in 2019, Leme seemed poised to hoist the World Championship buckle after finishing runner-up in 2018. Recording an early win on the PWVT in Corpus Christi, Leme captured the 15/15 Bucking Battle title in New York City during the season-launch, starting 2019 on an electric note. He won his first premier series, regular-season event in mid-march in Duluth, Georgia, and claimed the world No. 1 ranking in April courtesy of a second place finish in Sioux Falls. While Jess Lockwood briefly unseated him, a dominant, event-winning performance by Leme in back-to-back weekends in Anaheim and Springfield propelled him to finish the regular-season No. 1 in the world. Once again returning to the PWVT Finals, Leme went 2-for-3 to win both the tour’s final and year-end championship, in addition to expanding his lead atop the rankings. Despite his 749.16-point lead entering World Finals, Leme, who went 4-for-6, was unable to hold off a seemingly unstoppable Lockwood who put up four 90-point rides and surpassed him for the World Championship. In addition to his many season highlights, Leme was once again selected to the Brazilian contingent for the Global Cup USA. Not only did Leme make individual history, recording the first 90-point ride in Global Cup history, but he helped lead his team to becoming the first ever back-to-back Global Cup Champions.

<table>
<thead>
<tr>
<th>CAREER HIGHLIGHTS</th>
<th>2019</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Finished No. 2 in the world, leading the league in the regular-season for most 90-point rides (11), round wins (18) and bulls ridden (47)</td>
<td>• Won his first regular-season Unleash The Beast event in Tulsa</td>
<td>• Crowned PBR Brazil Champion and PBR Brazil Rookie of the Year after winning the PBR Brazil Finals at the Barretos rodeo and chalking up a 82.61% riding average throughout the season</td>
<td></td>
</tr>
<tr>
<td>• Recorded the first ever 90-point ride at a PBR Global Cup in Team Brazil’s historic second consecutive win at the international event</td>
<td>• Finished his first full season on the premier series No. 2 in the world</td>
<td>• Made his premier series debut at the World Finals after qualifying via the Pendleton Whisky Velocity Tour Finals as the top finishing international invite</td>
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<tr>
<td>• Rode for 2018 PBR Global Cup Australia event winning Team Brazil</td>
<td>• Rode for 2018 PBR Global Cup Australia event winning Team Brazil</td>
<td>• Went a perfect 6-for-6 at the World Finals to capture the event title and Rookie of the Year honors</td>
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<tr>
<td></td>
<td></td>
<td>• Competed as a part of the runner-up Team Brazil at the inaugural Global Cup</td>
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When he was in second grade, Chase Outlaw’s teacher asked him to write himself a letter for when he grew up. Little Chase quickly penned that he wanted to be a bull rider, just like the cowboys on the TV.

The Arkansas cowboy made it to the top of PBR in 2012. But his dream job, and his life, was 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. He returned to competition 75 days later – less than half the anticipated recovery time. Then a storyline too far-fetched for even a Hollywood script played out. Ranked No. 76 in the world when he showed up at the elite tour event in Milwaukee, 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 (PWVT) 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 PWVT 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.

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 has been deemed the Race For The Ages. Winning four regular-season Unleash The Beast event, 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. 1. The 2019 season also bore witness to Outlaw’s Global Cup debut. At the first-ever edition of the event in the United States, he went 1-for-2, helping Team USA Eagles to a runner-up finish.
When it comes to riding bulls, this five-time Arkansas state champion and step-brother to fellow bull rider Reese Cates says his motto is “show up and get it done,” though there is a high probability that he will have downed a cheeseburger first, one of his favorite pre-competition foods. 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. Prior to his post-Cheyenne renaissance, one of Outlaw’s most memorable moments was in the short round at the Touring Pro Division event in Bismarck, North Dakota, in 2013 when riding Prince Albert for 92 points to win the event on the same night his friend’s father passed away. “I won that for my buddy’s dad,” he said.

Outlaw made his elite Unleash The Beast debut in 2012, winning his first buckle at just his third event on the series. He 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. In 2016, several shoulder injuries sidelined Outlaw the majority 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 victories at the 15/15 Bucking Battle in Sioux Falls, South Dakota, before ending the year a career-best No. 6 in the world. He also finished seventh at the World Finals for a second consecutive year.

When not riding bulls, Outlaw likes to hunt, fish and drive his 4WD through the mud. He also stays in shape by running, which includes chasing after his daughters Cashleigh and Chloe, and son Hayes. That being said, when he retires from the PBR, he looks forward to sitting on his front porch and watching his cows.

### CAREER HIGHLIGHTS

#### 2019
- Ended the season ranked a career-high No. 3 in the world, winning four-regular season events, including the Last Cowboy Standing Major
- Rode for runner-up Team USA Eagles at the Global Cup USA

#### 2018
- Finished a career-high third at the PBR World Finals

#### 2016
- Velocity Tour Champion and the Velocity Tour Finals event winner, winning $79,133.33 and two belt buckles

#### 2014
- Notched the first 90-point ride of his elite tour career while in Albuquerque, New Mexico, with a 90.75-point ride on Western Hauler

#### 2012
- Won his first elite tour stop in just his third event in Houston, Texas
In getting to the top of a profession as intense and dangerous as bull riding, Joao Ricardo Vieira had one of the most unlikely paths. 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. He did not start competing on bulls as an amateur until he was 17, saying that it all started as a joke. He attended college with the intentions of being a veterinarian, but after completing his undergraduate degree chose to pursue his newfound passion and become a professional bull rider. Vieira won a national title his freshman year of college and transitioned to PBR Brazil, before making the jump to PBR's elite Unleash The Beast in 2013. To make the move to the premier series, Vieira relocated to the United States with just $15,000 and little knowledge of the English language. The risk, however, has paid dividends for the Brazilian rider. Vieira was named Rookie of the Year in 2013, and finished in the Top 5 of the world rankings at season's end in 2013-2016. Amongst his many accomplishments, Vieira notably won Iron Cowboy, a PBR Major, in Arlington Texas in back-to-back seasons in 2014 and 2015. His career and journey to the sport were documented in the six-part Netflix docu-series “Fearless,” which premiered in 2016, taking viewers inside the lives of top Brazilian riders.

Following the 2017 and 2018 seasons, in which Vieira finished No. 12 and No. 21 in the world, he re-established himself as a World Championship contender in 2019, 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 and Sacramento, and then recorded his third win of the 2019 campaign a month later at the Last Cowboy Standing Major, marking the PBR’s debut inside the STAPLES Center in Los Angeles. His success continued throughout the summer months and into the final months of the year as Vieira reached the seventh PBR World Finals of his career with a collective 12 Top-10 finishes on the premier series. After finishing 19th at the World Finals, Vieira finished No. 4 in the world.

In his spare time, Vieira likes to run, swim and rollerblade, as well as spend time with his wife Rosimara and their daughter Maria Clara. When he retires, he plans to fulfill the promise he made to his parents when he left home at 18, and move back to Brazil. Vieira has continued his work with animals as he spends time with Dr. Joe Ables and Enable-USA helping in white-tailed deer research and medicine.
CAREER HIGHLIGHTS

2019
• Competed as a member of the historic Team Brazil who became the first ever repeat Global Cup Champions at the first-ever edition of the event in the United States

2017
• Competed as a member of runner-up Team Brazil at the inaugural Global Cup event in Edmonton, Alberta, Canada

2015
• Posted victories at the first two PBR Majors (Iron Cowboy and Last Cowboy Standing), to collect more than $383,000

2014
• Finished a career-high No. 2 in the world

2013
• Crowned Rookie of the Year after accumulating 10,739.48 points
• Rode designated Monster Energy Money Bull TK 500 during the PBR 15/15 Bucking Battle in Hollywood, Florida, for $123,000 - the second largest payout in PBR history for one 8-second ride
 Unlike many other riders, 2016 PBR World Champion Cooper Davis didn’t grow up in a rodeo family. His fascination with the sport began when he watched bull riding on TV. When he was 11 years old, Davis’ sister dated bull rider Clayton Foltyn, and being around the Texas cowboy made Davis want to ride. He started on junior bulls and would quit football, which he played for two years, to pursue the sport full time. Davis joined the elite Unleash The Beast in February 2015, culminating his rookie season by winning the 2015 PBR World Finals event title. Davis was 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 the second half of the 2015 season leading into his World Finals win. Davis continued his rigorous diet and exercise regimen in the 2016 season, and has been one of the sport’s top riders since.

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 (his first career regular-season and PBR Major win), and Tulsa, Oklahoma. Davis then used a second-place finish in nearby Thackerville to reach No.1 in the world standings for the first time in his career. After one of the tightest points battles in PBR history, Davis emerged the 2016 World Champion following a dramatic three-way battle with 2015 Rookie of the Year Kaique Pacheco and two-time World Champion J.B. Mauney.

A year-long contender for the title in 2017, Davis 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 season as the Captain of Team USA at the inaugural Global Cup. He logged two qualified rides for his home nation 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 win in Greensboro. While he 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.

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. When Davis isn’t riding bulls, he spends time with his wife Kaitlyn and their son Mackston, who wants nothing more than to follow in his dad’s footsteps. Davis also enjoys hunting, having taken numerous overseas and exotic trips with his father Chad, and remains committed to his fitness regimen. The soft-spoken champion is also known for his numerous acts of selfless kindness, which include donating a seat lift for a fan with cerebral palsy and during one World Finals going shopping on the Las Vegas strip to find a cross necklace for another physically challenged fan.

**CAREER HIGHLIGHTS**

**2019**
- Won the Global Cup USA individual aggregate after going 3-for-4 during the event, leading Team USA Eagles to a runner-up finish

**2017**
- Won two 15/15 Bucking Battles (Springfield, Missouri and Austin, Texas) and one event title (Springfield, Missouri) before finishing the season No. 2 in the world
- Captain for Team USA, the winners of the inaugural Global Cup

**2016**
- Won the PBR World Championship, $1-million bonus and the coveted gold buckle after winning three regular season events (Nashville, Tennessee, Tulsa, Oklahoma and San Jose, California) and the San Jose, California 15/15 Bucking Battle

**2015**
- Won the Unleash The Beast World Finals event title, becoming the fourth rookie in PBR history to do so
Growing up, Texan Cody Teel wanted nothing more than to be just like his dad, a professional bull rider for the Professional Rodeo Cowboys Association (PRCA) in the 1980s. Before he was 10, Teel was attempting calves, and by the time he reached high school was one of the state's top bull riders, winning two Texas High School State Championships for Kountze High School.

Teel's professional career began with the PRCA in 2012 after winning the 2011 College National Finals Rodeo while attending Sam Houston State University. In his rookie season with the organization, Teel won the National Finals Rodeo (NFR) en route to being named the 2012 PRCA Champion, the youngest title holder in the modern era. In the following years, Teel went on to qualify for four additional NFRs, won the NFR event average twice (2012 and 2013) and was the 2016 Calgary Stampede Champion in his debut appearance at the event. It was in Calgary where Teel first began to seriously think of making the fulltime switch to PBR, after being amongst the likes of two-time World Champion J.B. Mauney, 2016 World Champion Cooper Davis and three-time World Finals event winner Robson Palermo.

He got a later-than-anticipated start to 2017 after requiring surgery with six screws and a plate repairing the broken clavicle he sustained at the 2016 NFR. Teel then launched his PBR season riding at the Pendleton Whisky Velocity Tour (PWVT) event in Roanoke, Virginia, his first PBR event on American soil since 2010. Teel won the title by going a perfect 3-for-3, earning a chance to compete at the February PBR Major, Iron Cowboy. Riding at Cowboy Stadium was an opportunity Teel had only dreamed of; he had attended a Texas A&M - Arkansas college football game at the famed stadium just five months prior. At the event, Teel covered his first draw, riding Chute Boss for 84.75 points; however he received a fast welcome to the sport’s premier tour when World Champion Bull SweetPro’s Bruiser sent him to the dirt in 2.69 seconds in Round 2, eliminating him from the event. Teel won just his fourth event on the premier series, taking the buckle at March’s stop in Glendale, Arizona. The victory, which propelled him from No. 38 to No. 19 in the world, solidified his spot on tour. Two weeks later, in Billings, Montana, Teel’s talent for the sport was again on full display when he covered two previously unridden bulls, Mystikal (87 points) and Hey Jack (87.75 points) to finish third. In the second half of the season, Teel surged in the standings, reaching No. 10, after finishing runner-up at the Major in Nashville, Tennessee. Before qualifying for his first-ever World Finals Teel won his first 15/15 Bucking Battle during the special round of competition in Nampa, Idaho after riding Beaver Creek Beau, which propelled him to then a career-high world ranking,
No. 9. After leading the Rookie of the Year race for a good portion of the season, Teel concluded his first-year campaign fourth in that race, and No. 14 in the world. He closed out a strong 2017 season in Edmonton, Alberta, Canada, riding as a part of Team USA, adding one score to help propel Team USA to a win at the inaugural Global Cup.

In 2018, Teel emerged as a World Championship contender. Bettering his runner-up finish from the past year, Teel won the first Major of his career in Nashville, surging from No. 12 to No. 6 in the world. Prior to the second PBR World Finals of his career, Teel logged one additional Unleash The Beast victory, winning the final regular-season event of the year in Nampa, Idaho and rising from No. 8 to No. 5 in the world. Teel’s World Finals then unfolded in riveting fashion. After bucking off his first two draws, Teel delivered a massive 90-point ride on Brahma Boots Chrome in Round 3. Teel used his second 90-point effort in as many nights to win Round 4 and further intensify the race for the world title. Marked 90.25 points on Medicine Man, Teel earned 300 world points and rose from No. 5 to No. 4 in the world. A Round 5 buckoff, however, ended his Cinderella run. Teel finished the event sixth, going 4-for-6, to reach a career-high No. 3 in the world.

Teel was once again a force in 2019. Earning two regular-season event wins in Tacoma and Billings, the mild mannered yet laser focused Texan qualified for his third PBR World Finals as the No. 6-ranked rider in the world. At the World Finals, after covering his first three bulls, leading him to be a top contender for the World Finals event win, Teel tore the ACL and MCL in his right knee. While he pushed through the pain in both Round 4 and Round 5, the injury inevitably sidelined him from the championship round. He concluded the year No. 6 in the world. The year also included a second selection to the PBR Global Cup, were Teel was chosen to ride for Team USA Eagles in Arlington. He went 2-for-3 in the nation’s runner-up finish.

While Teel is easily identifiable as one of the PBR’s taller riders at 5’11”, he is also known for his humility, warm smile and ever-so-polite “yes sir” and “no ma’ams.” Teel says it is a goal of his to join Tuff Hedeman as only the second rider in history to hold both the PRCA and PBR gold buckle. Teel, his wife Kaitlin and young daughter Evie reside in Texas.

CAREER HIGHLIGHTS

2019
• Rode for runner-up Team USA Eagles at the Global Cup in Arlington, Texas, going 2-for-3

2018
• Won his first PBR Major win at the Music City Knockout in Nashville
• Finished a career-high No. 3 in the world rankings

2017
• Made his Unleash The Beast debut in February at the Iron Cowboy where he was 10th
• Won his first event on the elite tour in March in Glendale, Arizona
• Won the first 15/15 Bucking Battle of his career in October in Nampa, Idaho
• Competed for the event winning Team USA at the inaugural Global Cup

2016
• Won the Calgary Stampede in his debut at the “Greatest Outdoor Show on Earth”
Inspired by his father Pat, a bull rider of more than 15 years, Matt Triplett started riding bulls when he was 10. Pat was on hand when Triplett won both of his Montana State High School Rodeo bull riding titles, and is now a stock contractor for the PBR. While he may be several years into his professional career, Triplett says he still looks to his dad for advice, both inside and out of the arena.

Making the leap from the Touring Pro Division to PBR’s premier series in 2013, Triplett concluded the 2014 and 2015 seasons ranked within the Top 5 of the world standings. After battling numerous injuries which sidelined him for the majority of 2016, Triplett stormed back to his winning ways in 2017. He began the year with two wins at PBR Australia events and returned to the top of the Can-Am Cage at PBR’s elite tour for the first time in nearly two years in March in Sioux Falls, South Dakota. His event wins in Australia put Triplett in a small group of riders who have won buckles in three countries, with the Montana man also finding success in Canada.

Following the 2017 World Finals Triplett underwent reconstructive surgery on his left shoulder, which kept him out of competition until April of 2018. Despite the missed time, Triplett’s natural aptitude for bull riding prevailed, capping his comeback with a regular-season Unleash The Beast win in Greensboro to punch his ticket to the fifth PBR World Finals of his career. Going 4-for-6, leading Triplett to a fifth-place result, he concluded the year No. 13 in the world.

Recording five Top-10 finishes on the elite Unleash The Beast in 2019, Triplett once again returned to the World Finals. Rebounding from a Round 1 buckoff, Triplett rode his next five bovine counterparts to finish a career-best second in the five-day championship. Triplett concluded the year No. 7 in the world, after beginning the World Finals No. 17.

To stay competition ready, Triplett’s workout of choice is hot yoga combined with cryotherapy. When this Montana man is not busy traveling the country for competition, he enjoys riding horses, hiking, doing hot yoga and watching his favorite team, the New England Patriots. In addition to his dad, Triplett also soaks in the wisdom and life experience of his grandfather, a well-known figure in the PBR, who is one of his biggest fans. Triplett’s go-to meals are sushi, spaghetti and steak, but not all together, of course. He especially loves riding in Anaheim, California, because of its proximity to Disneyland and plans to go each year the PBR visits. In 2019, paralleling his accomplishments on the dirt, Triplett married his now wife Cierra.

CAREER HIGHLIGHTS

- **2019**
  - Finished a career-high second at the PBR World Finals

- **2015**
  - Won the first elite tour events of his career in Oklahoma City and Anaheim, California
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. “Little turd was hard to buck off back then,” Tim said, laughing.

Kasel’s parents thought he would outgrow the desire to be a bull rider. His passion only grew. He attended his first riding camp when we 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.

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, however, until 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 and finished runner-up on the Touring Pro Division 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 and Rocksprings. In Santa Barbara, Kasel turned heads when he rode 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 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 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. The 90-point effort, the only one of the event, was the first of Kasel’s career on the
Unleash The Beast. Collecting a crucial 450 world points, Kasel rose from No. 37 at the start of the event to No. 21. After a sixth place result in Anaheim, Kasel was back atop the leaderboard in Fairfax. 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 in Virginia netted 350 world points and catapulted him to No. 15 in the world. In Minneapolis, Kasel finished fourth to surge from No. 15 to No. 10 in the world. While he collected his sixth round win of the season, recording the top marks in Round 1, he remained in search of a qualified ride in the championship round, bested in Minnesota by Rising Sun in 6.50 seconds. Kasel remained No. 10 in the world heading into the final regular-season event of the year in Nampa, after getting shut out in Greensboro. In Idaho, Kasel finally hit gold, going a perfect 3-for-3, again covering Fearless for 92 points, winning his first Unleash The Beast event, collecting 550 world points, and rising to No. 7 in the world. His season concluded in Las Vegas, where after finishing 12th at his debut World Finals, Kasel was crowned the 2019 PBR Rookie of the Year as the No. 8 ranked rider in the world.

While riding, Kasel has developed a love and respect for the bovine athletes he competes against. Spending a summer living with nine time PBR Stock Contractor of the Year Chad Berger has influenced him greatly, and the Texan hopes to become a bull stock contractor himself after completing his career. For now, however, Kasel has his sights set on other riding goals.

**CAREER HIGHLIGHTS**

**2019**

- Made his PBR debut at the Belton, Texas Touring Pro Division (TPD) event
- Won first PBR event on June 20 on the TPD in Williston, North Dakota
- Made his PBR premier series debut in Tulsa where he won Round 1
- Made his World Finals debut to finish the season ranked No. 8 in the world
- Crowned the 2019 PBR Rookie of the Year
Growing up with a 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 ever since, leading some to liken him to 2017 PBR World Champion Jess Lockwood, and causing standout Brazilian riders Adriano Moraes, Silvano Alves, Guilherme Marchi and Wallace de Oliveira to note his natural talent for the sport. Castro made his PBR Brazil debut in 2015, winning two events and logging eight Top-10 finishes before being named the season’s PBR Brazil Champion and Rookie of the Year. In 2016, despite finishing runner-up in the title race, Castro earned an additional event win and eight Top-5 finishes at PBR Brazil events. In his two years with the 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.

Castro made his United States debut in 2017 at the Pendleton Whisky Velocity Tour event in Ontario, California, and just two months later, 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 his open bull riding event in Brazil. In 2017, his first year on the premier tour, Castro’s best finish came in March at the Jacksonville, Florida event, where he was fourth, while he finished ninth at his first-ever World Finals.

The 2018 season for Castro was one to remember as the young Brazilian earned his first Unleash The Beast event wins in Little Rock, Arkansas, followed by a second win later that season in Austin, Texas. The break-through year culminated with Castro ranked No. 6 in the world after qualifying for his second World Finals. During the Unleash The Beast’s summer break, Castro made his Global Cup debut at the 2018 edition of the event in Sydney. Going a perfect 3-for-3 he helped Team Brazil capture their first ever win at the uniquely formatted international spectacle.

While the 2019 season for Castro didn’t contain the signature wins, a consistent year propelled him to finish the year No. 9 in the world, making his third consecutive appearance at the PBR World Finals.
CAREER HIGHLIGHTS

2018
• Earned his first Unleash The Beast regular-season win in Little Rock, recording his second later that year in Austin
• Won his first 15/15 Bucking Battle in Columbus
• Finished a career-high No. 6 in the world
• Went 3-for-3 for Team Brazil en route to the nation's first Global Cup victory

2017
• Made his Unleash The Beast debut in Sacramento, California, finishing his rookie season No. 25 in the world

2015
• Won the PBR Brazil Finals en route to being named the season's PBR Brazil Champion and Rookie of the Year
Marco Eguchi’s career is rooted in humble beginnings. He began training at local arenas near his home in Brazil. After getting his first taste for the sport, Eguchi soon began competing at small events in his home country. He began his career, which has now spanned more than a decade, with the PBR competing at Brazilian Touring Pro Division (TPD) events in 2008. In 2011, Eguchi first traveled north to the United States to compete on the PBR TPD circuit stateside, ascending to the PBR’s elite Unleash The Beast that March in Chicago. Eguchi rode in one more elite series event that season, before becoming a tour regular in 2012. The following year, Eguchi finished sixth at the World Finals. A perennial Top 15 contender in his first three seasons riding on the top tour, Eguchi then battled a persistent injury to his right elbow that sent him to the cutline in March 2015. In 2017, Eguchi came back to the top level for a full season with new found confidence, free from the numerous distractions of a nagging and painful injury. Eguchi’s return to full health saw the Brazilian end 2017 No. 22 in the world.

While Eguchi’s regular-season campaign in 2018 was winless, he stood atop the Can-Am cage when it counted most – the PBR World Finals. Entering the sixth PBR World Finals of his career No. 20 in the world, Eguchi went an astounding 5-for-6, winning Rounds 2 and 3, to capture the World Finals event victory. His performance, which earned him the Lane Frost/Brent Thurman Award for his 94-point ride on Spotted Demon in Round 2, also propelled him to conclude the year a career-high No. 5 in the world.

Eguchi once again faced a less-than-ideal season in 2019. However, after falling victim to the cutline at the start of the 2019 season, Eguchi was back to his World Championship contending form at the final Unleash The Beast Major in Nashville, going 3-for-5 to win the event, skyrocketing from No. 24 to No. 9 in the world standings. In the final months of the regular-season two additional Top-10 results on the elite Unleash The Beast allowed him to reach the PBR World Finals for a seventh time. Going 1-for-4, sidelined early due to separated ribs, Eguchi was 26th at the season-culminating event, concluding the year No. 10 in the world. The 2019 season also included a nod to ride for his home country in the inaugural Global Cup USA in Arlington, Texas. Eguchi went 1-for-2 at the event for Team Brazil, who became the first-ever back-to-back Global Cup Champions.

Eguchi says his best moment in bull riding happens every time he rides a bull for 8 seconds – his constant goal and why he rides. Eguchi says he admires his mother because of how hardworking she is, and during the week, he goes to the gym almost every day to prepare for that weekend’s competition. When it’s time to relax, though, Eguchi enjoys visiting his family in Sao Paulo as well as going fishing with friends.
CAREER HIGHLIGHTS

2019
• Won the first Major of his career in Nashville
• Rode for Team Brazil at the inaugural Global Cup USA in Arlington, Texas where the nation became the first-ever back-to-back champions

2018
• Won the PBR World Finals
• Recorded the high-marked ride of the PBR World Finals to win the Lane Frost/Brent Thurman Award
• Finished a career high No. 5 in the world standings

2014
• Won the first 15/15 Bucking Battle of his career in Oklahoma City in January

2012
• Posted first career win in Sacramento, California, setting a then career-high ride and highest score of the event with 92.25 points on Priceless in the championship round
Like many young boys out west, Derek Kolbaba grew up aspiring to be like his father. Unlike most dads, his was a bull rider, who competed professionally in the 90s. Derek started getting on sheep when he was three 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 that his whole family’s involvement in the Western lifestyle has been crucial to helping him to reach his career goals. 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 adapting his style when needed.

After earning a berth to the 2015 PBR World Finals after a Top-10 finish at the Pendleton Whisky Velocity Tour Finals, Kolbaba became an elite tour regular in 2016, winning a 15/15 Bucking Battle (Anaheim, California) and his first regular-season event title (Des Moines, Iowa) in his rookie season. The even-keeled 21-year-old then had a fast start to the 2017 season, winning Oklahoma City and Little Rock, Arkansas, before winning an additional three events, Uniondale, New York, Colorado Springs, Colorado and San Jose, California, for a league best five event titles ahead of his third World Finals. Kolbaba began developing a knack for coming up big at huge moments: two of his victories came via monster 90-point-plus rides aboard now three-time 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 No. 2 in the world, 447.5 points behind eventual World Champion Jess Lockwood. Kolbaba concluded 2017 as a member of Team USA which won the inaugural Global Cup in Edmonton, Alberta, Canada.

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 all of his 8-second efforts for 90 points or more, he finished 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.
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 Global Cup on American soil.

During the season, Kolbaba can often be seen with his travelling partner and best friend Lockwood. The duo became close in their rookie season and room together at most events. Much like their fellow Millennials, the inseparable pair are often up until 3 a.m. watching Netflix, Family Guy, a Rodney Carrington comedy or random viral videos on YouTube and social media. When he’s not travelling to his next bull riding event, Derek likes to snowmobile, ride horses and practice roping. In 2018 he married his now wife Aymie.

CAREER HIGHLIGHTS

2019
- Rode for runner-up Team USA at the inaugural Global Cup USA in Arlington, Texas

2018
- Finished a career-high third at PBR World Finals
- Member of fourth-place Team USA for PBR’s Global Cup Australia

2017
- Won the PBR’s first-ever International Major event in Quebec City, Quebec
- Won five regular-season events titles (Oklahoma City, Little Rock, Uniondale, Colorado Springs, San Jose) reaching world No. 1 the weekend prior to his third World Finals
- Member of Team USA which won the inaugural Global Cup
- Finished a career-high No. 2 in the world

2016
- Logged his first 15/15 Bucking Battle win in Anaheim, California, followed three months later by the first regular-season event win of his career in Des Moines, Iowa

2015
- Earned a spot to compete at his first PBR World Finals after his Top 10 finish at the Pendleton Whisky Velocity Tour Tour Finals
Like most twins, Alan de Souza and his identical brother Alisson have been inseparable since birth. Born in Brazil, the Souza twins began their careers climbing atop calves in their home town of Taubate. While it would be hard to believe at present, with Alan appearing ever-confident inside the Unleash The Beast chutes, there was a time when he wasn’t as brave has his brother. Townspeople would often see Alisson getting on the calves, while Alan would remain on the ground, instead holding the bovines. However, after seeing the love his brother had for the sport, Alan’s fear began to subside, and he, too, started to get on calves. Much like his brother, those early interactions with the sport sparked a pure passion and love for bull riding.

Alan de Souza made his PBR debut in 2016, competing at the Monster Energy Tour stop in Barretos. Winning two of the seven events he entered that year, Souza finished 2016 No. 5 in the nation. After being absent from PBR competition in 2017 and 2018, Souza came roaring back to competition in 2019, reaching newfound stardom. Travelling to the United States for the first time in his PBR, Souza began his rise on Jan. 4 in Fort Worth, Texas on the Touring Pro Division. Despite the 0-for-2 showing, just two weeks later the Brazilian notched his first victory in America, on the Pendleton Whisky Velocity Tour (PWVT) in Columbia, South Carolina. Souza then made his elite Unleash The Beast (UTB) debut at the Last Cowboy Standing Major in Los Angeles in February, where he covered his first premier tour draw by riding Dynamite Cap for 86.25 points. Going 2-for-3, Souza finished sixth in his first career Major, portending the success the Brazilian would have in the second half of the season. Making one additional appearance on the elite tour in early March in Little Rock, Souza returned to Brazil during the summer months to earn points towards a potential Brazilian championship.

Once back stateside, Souza won two events in seven days, first at the Portland Chute Out on the PWVT, then his first career UTB win in Minneapolis. The back-to-back victories propelled him from No. 54 to No. 24 in the world, helping him to qualify for the first PBR World Finals of his career. Once in Vegas, Souza took control on the dirt inside T-Mobile Arena at bull riding’s most prestigious event, going 5-for-6 against the toughest bulls in the world to finish third at the event and a career-best No. 12 in the world. Continuing the momentum, Souza returned to Brazil to compete in the PBR Brazil Finals where he took home the event title and the Brazilian Championship.
CAREER HIGHLIGHTS

2019
• Made his Unleash The Beast debut at the Last Cowboy Standing Major in Los Angeles
• Won his first premier series event in Minneapolis, Minnesota
• Qualified for his first World Finals, finishing third at the event
• Crowned the 2019 PBR Brazil Champion

2015
• Made his PBR debut on the Brazilian Monster Energy Tour in Barretos

When not riding or competing with his brother Alisson, the two are on FaceTime or WhatsApp chatting. In his spare time, Souza likes to play PS4, the videogame that allowed him to remain close to Alisson during his 2018 run to the PBR World Finals. When both of the Souza brothers qualified for the 2019 World Finals, they were just the third set of twins to ride in the illustrious event together, and the first since Adriano and Alan Moraes in 2006.
Phenomenally talented young Daylon Swearingen may be the hardest-working cowboy in western sports. During the spring and summer of 2019, Swearingen logged more than 30,000 miles on his truck, 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 of WCRA rodeo competition in Green Bay, Wisconsin to travel abroad and ride in Halifax, Nova Scotia. The young cowboy from Western New York did all this while still in college.

The kind of hard work led him to become the nation’s top collegiate bull rider and the youngest athlete in history to qualify for both the PBR World Finals and the Wrangler National Finals Rodeo. Swearingen also won the PBR 2019 PBR Canada Championship.

Hailing from a family with deep roots in the western lifestyle, it comes as no surprise that Swearingen took the PBR by storm the moment he turned 18. The son of barrel racer and trick rider Carrie, Swearingen’s father Sam created the prominent Rawhide Rodeo Company, which is one of the leading rodeo producers in the United States and Canada, producing more than 100 events a year, including the award-winning Festival Western St-Tite. Rawhide Rodeo is additionally known for its top animal athletes including the likes of World Finals bucker Roman and 2017 APRA Saddle Bronc of the Year Stacy’s Mom.

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. His talents, however are not just limited to bulls. As a senior in high school, Swearingen won the National High School Finals Rodeo Bareback Riding Championship. 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, Swearingen also claimed individual success, capturing the NIRA National Championship in bull riding.

Entering the PBR ranks in 2018, it took Swearingen just four events until he notched his first event win. Also marking his first qualified rides at a PBR event, Swearingen went a perfect 2-for-2 to win the Touring Pro Division stop in Brighton, Florida.
While he continued to experience success in 2018, riding both in the United States and Canada to conclude the year No. 70 in the world, Swearingen broke through in 2019. After a runner-up effort on the Canadian Monster Energy Tour in Winnipeg, Manitoba on January 26, Swearingen used a Touring Pro Division event win on March 15 in Belton, Texas, and Pendleton Whisky Velocity Tour victory in Wichita, Kansas on April 13 to catapult him to the elite Unleash The Beast for the first time in his career. Making his premier series debut in Columbus, Ohio, Swearingen went 1-for-3 to finish 13th. The subsequent months continued to illustrate his natural aptitude for bull riding, and his passion and commitment to the sport. Swearingen cemented his place inside the PBR's world Top 35, while also pursuing PRCA and collegiate titles.

When the elite Unleash The Beast returned from its annual summer break, Swearingen’s winning ways began to translate into tangible results. Marking his first premier series 90-point ride, he won the 15/15 Bucking Battle in Tulsa, Oklahoma with a massive 92-point ride aboard Cochise. While he was edged out of hoisting a buckle atop the Can-Am cage as the event victor, Swearingen recorded two, career-high fifth-place results (Houston and Greensboro) en route to qualifying for the first PBR World Finals of his career and then making history when qualifying for the 2019 Wrangler National Finals Rodeo. 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, with a concussion sustained 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.

While the world title race may have been complete, Swearingen, however, had his sights set on one more PBR title – the 2019 PBR Canada Championship. Entering the Canadian Finals No. 4 in the nation, 687.57 points removed from the title, Swearingen completed one of the league’s most captivating come-from-behind surges in an event that was decided by the final out. Going a perfect 4-for-4, Swearingen not only won the Canadian Finals, but also the 2019 PBR Canada Championship.

After finishing his career as a rider, Swearingen plans to continue the family business and raise bucking bulls and horses. His brother Colton currently competes on the rodeo team at Southeastern Oklahoma State University.

**CAREER HIGHLIGHTS**

**2019**
- Won the first Pendleton Whisky Velocity Tour event of his career in Wichita, Kansas
- Made his Unleash The Beast debut in Columbus, Ohio
- Won his first 15/15 Bucking Battle in Tulsa, Oklahoma
- Captured the 2019 PBR Canadian Finals and Canadian Championship

**2018**
- Earned first PBR event win on the Touring Pro Division in Brighton, Florida
Mason Taylor has been riding since he could walk. First attempting calves, it didn’t take the Texan long until he progressed to steers and eventually bulls. Competing at 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 turned country music singer, 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 debuted in PBR in August 2017 in West Monroe, Louisiana. He won his first event less than a year later on the Touring Pro Division in Deadwood, South Dakota. Three months later, Taylor rode his way to yet another PBR victory, this time on the Pendleton Whisky Velocity Tour (PWVT) 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. Despite the 0-for-2 performance in the Garden State, it wasn’t long until Taylor was back amongst the world’s Top 35. He earned his second Velocity Tour win of the season a mere week later in Rochester, New York and returned to the Unleash The Beast for a second time in 2018, riding in Milwaukee, Wisconsin.

After finishing the 2018 season No. 55 in the world, Taylor was determined to crack into the Top 35 in 2019 and be a mainstay on the elite Unleash The Beast. With Velocity Tour success once again at his back, finishing runner-up in Portland, Oregon, Taylor returned to the premier series on Jan. 25 in Sacramento, recording his first 8-second effort at the sport’s top level on Blackberry Smoke for 86.25 points. The 16th-place effort, however, was not enough to remain on tour and Taylor returned to the PWVT for nearly a month. He responded in dominant fashion, earning 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. Taylor’s 12th-place finish inside STAPLES Center at his debut Major was key in solidifying his place on tour. A month later, Taylor proved he would be a consistent Unleash The Beast rider in 2019 and one of the sport’s top emerging talents. He delivered a flawless 4-for-4 performance and won the Unleash The Beast event in Sioux Falls, catapulting 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 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 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
CAREER HIGHLIGHTS

2019
• Earned his first Unleash The Beast victory in Sioux Falls, South Dakota
• Qualified for his first PBR World Finals
• Finished a career-high No. 14 in the world

2018
• Won his first PBR event at the Touring Pro Division event in Deadwood, South Dakota
• Won two Pendleton Whisky Velocity Tour events
• Made his Unleash The Beast debut in Atlantic City, New Jersey

2017
• Made his PBR debut on the Touring Pro Division in August in West Monroe, Louisiana

season’s dominant rookie class, he finished fourth in the race amongst first-year pros. Among his many career moments in 2019, Taylor finished a career-high No. 14 in the world.

Taylor says he has modeled his riding style after PBR great, Justin McBride. When he’s not riding bulls, Taylor enjoys snowboarding and of course sleeping. Taylor has two sisters; neither are involved in the Western Sports world, instead choosing photography and the sport of boxing as their career paths.
Ezekiel “Blue” Mitchell may be the only professional bull rider to have learned the sport on YouTube. 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. Mitchell would often travel to rodeos with his father, first sparking his intrigue for the sport. Attempting his first bull at the age of 16, Mitchell, now in his early 20s, began by simply watching YouTube videos. He studied top rides, made a drop barrel for practice, and then began entering junior rodeos in Texas. Mitchell’s cousin Ouncie, who also rides bulls, is the only other member of the family involved in western sports. The duo has been traveling together to events and are known to be the life of every bull riding event they attend.

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’s 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.

Determined to ride with the sport’s best on the elite Unleash The Beast, it wasn’t long until Mitchell made his PBR debut, riding at his first Touring Pro Division (TPD) event on March 4 in San Antonio, Texas. His future success was foreshadowed in his debut, going 1-for-2 to finish fourth. From there, his successes multiplied. In 2017, the Texan won the first event of his career at the TPD stop in Fredericksburg, Texas, and was also crowned the season’s Touring Pro Division Champion.

While Mitchell’s winning ways continued in 2018, winning two additional PBR events, it was his 2019 season that established him as an emerging talent to know. He 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 inside “The World’s Most Famous Arena,” in New York City. Despite going 0-for-3, he was quick to rebound, returning to the premier series two short weeks later and establishing himself as an Unleash The Beast regular. While Mitchell recorded a 10th and 13th-place finish in St. Louis and Los Angeles, respectively, his breakthrough moment came in March in Duluth, Georgia where he delivered his first 3-for-3 performance on the premier series and finished a career-high second to net a massive 350 world points. As a result, Mitchell climbed more than 20 positions in the world rankings to No. 10. The runner-up effort
also solidified Mitchell as a top contender for the prestigious Rookie of the Year honor. He recorded another second-place result on the Unleash The Beast in Springfield, Missouri and concluded 2019 by qualifying to the PBR World Finals. Once inside T-Mobile Arena, Mitchell went 2-for-6 to finish 16th. He concluded the year No. 15 in the world and fifth in the Rookie of the Year race.

While PBR is the world’s most dangerous professional sport according to recent studies, Mitchell has largely avoided serious injury, sidelined only when his ear was ripped off (and reattached) following a ride. To stay in shape, Mitchell mainly gets on practice bulls; playing football and running track in high school also contributed to his overall fitness, he says.

As one of 11 siblings, Mitchell, who is one of the sport’s most charismatic personalities, continues to draw inspiration from his split family. His mother, initially not supportive of his bull riding career, now attends his events. Mitchell says his faith in God helps him every day, and he enjoys working at the Morning Star Ranch in Milano, Texas, helping financially challenged teens learn integrity, responsibility, courage and good judgement.

CAREER HIGHLIGHTS

2019

• Made his Unleash The Beast debut in New York City after winning the first Pendleton Whisky Velocity Tour event of his career in Ontario, California to briefly hold the world No. 1 ranking
• Qualified for his career-first World Finals, concluding the year a career-high No. 15 in the world

2017

• Named the Touring Pro Division Champion
Growing up on Indian land and nicknamed “Cherokee Kid,” Ryan Dirteater began riding when he was nine years old. Dirteater (his real name) fashioned his style after his father, who he watched ride while growing up, and credits three-time World Champion Adriano Moraes for helping him adjust to the elite tour. Dirteater began competing at Touring Pro Division (TPD) events in 2007, logging two event wins and 12 Top-5 finishes before making his Unleash The Beast debut in Dallas, Texas, in June 2008. His career was nearly derailed in 2009 when at 20 years old he dislocated his left knee cap and tore his ACL, MCL and PCL, sidelining him for nearly the entire 2010 season. In 2011, his first full year back, Dirteater won his first career event at PBR’s top level, taking the buckle in Wichita, Kansas, in September. In 2016 the veteran rider had a breakthrough year. In March he won his second Unleash The Beast event in Phoenix, Arizona. He followed with wins in Little Rock, Arkansas, and Springfield, Missouri. The Oklahoma rider capped the year with a tour-leading fourth event win at the 2016 PBR World Finals in Las Vegas, Nevada. Dirteater went a perfect 6-for-6, just the fourth rider since 2000 to accomplish the feat, en route to winning a career-high $317,916.67 at a single event. Appropriately named, Dirteater was drawn to the song “Record Year,” by Eric Church early in the 2016 campaign, listening to it daily to help focus on his goals.

After concluding the year No. 18 in the world in back-to-back seasons in 2017 and 2018, Dirteater appeared poised to be a top contender for the 2019 World Championship, until a second-half injury altered his trajectory. Winning the February Unleash The Beast event in Oklahoma City for the second consecutive season, Dirteater remained firmly ranked inside the world’s Top 10 through the remainder of the first half. While it may not have impacted the world rankings, Dirteater’s success in the opening months of the season was also echoed in his debut at the PBR Global Cup. Competing for the all Native American Team USA Wolves, who finished third, Dirteater concluded the event second in the individual aggregate, going a perfect 3-for-3.

Then the course of his season changed at the first event of the second half in Tulsa, Oklahoma. Despite concluding the event fourth, Dirteater was stepped on in the championship round, sustaining a collapsed lung and lacerated kidney. He was sidelined nearly three months, not returning to competition until World Finals in Las Vegas. Not missing a beat, Dirteater was back to his winning ways in Round 1. Reaching the 8-second whistle, Dirteater covered Landslide for 86 points, the eighth best score of the round. Overall, Dirteater was 23rd at his 10th career appearance at the season-culminating event.
Outside of the arena, Dirteater is known for his frequent acts of charity, such as speaking at local elementary schools and hosting children at his ranch. As an ambassador for MBS, the PBR’s official mechanical bull supplier, Dirteater owns and operates a mechanical bull that he uses to raise money for charitable causes. On the day of an event, Dirteater typically does yoga in the morning and would be a happy cowboy if he could fuel up pre-ride with a grilled cheese sandwich on rye bread.

CAREER HIGHLIGHTS

2019
• Won the Unleash The Beast event in Oklahoma City
• Competed as a member of the third-place Team USA Wolves at the 2019 PBR Global Cup USA where he also finished second in the individual event aggregate

2018
• Won the Unleash The Beast event in Atlantic City

2016
• Went a perfect 6-for-6 at the PBR World Finals to win the event and $250,000
• Won a league-best four events, including Phoenix, Arizona, Little Rock, Arkansas, Springfield, Missouri, and the PBR World Finals in Las Vegas, Nevada

2011
• Won his first career event at PBR’s top level, in Wichita, Kansas
At one time considered the braver of the Souza twins, Alisson was the first of the boys to start riding calves, but not by long. At age 10, Alisson had his brother Alan hold calves as he got on in his hometown of Taubate. The two, like many twins, are inseparable, even going as far as coaching each other and saying they compete better together. With the help of his brother as his coach, Alisson made his PBR debut in 2016 in Brazil, and is now one of the sport’s top emerging talents.

Spending the entirety of the 2016 season in Brazil, and absent from PBR competition in 2017, Alisson de Souza became a household name for PBR fans in 2018 when the then 25-year-old took the league’s 25th season by storm. He entered his first American event in February, a Touring Pro Division (TPD) event in Texas, and just one month later was was riding on the Pendleton Whisky Velocity Tour (PWVT) in Wheeling, West Virginia, where he finished seventh to earn his first five world points on American soil. In April, the Brazilian won his first event at the PWVT’s stop in Casper, Wyoming. As a result, Souza earned a berth to the elite Unleash The Beast (UTB), making his debut in Billings, Montana. A true example of Souza’s determination, he made his Unleash The Beast debut that weekend in April and simultaneously crisscrossed the country to also compete on the Velocity Tour in Des Moines, Iowa. Souza, rose to the occasion. He finished third on the PWVT in Iowa and ninth in Montana, covering the first elite series draw of his career in riding Rooster Tail for 76 points. After a strong summer campaign, which included a TPD win in Binford, North Dakota, Souza was a nearly regular on the elite series throughout the second half. Come November, the young Brazilian travelled to November to first compete in the PWVT Finals. Finishing second at the expansion series’ season-culminating event, Souza captured the tour championship to rise to No. 34 in the world and qualify for the first PBR World Finals of his career. At his debut at the most prestigious bull riding event in the world, Souza finished 19th to remain No. 34 in the world.

Guaranteed five events on the elite Unleash The Beast to start 2019, Souza struck fast. At the season-launch Major in New York City, Souza was fourth. Two weeks later, he captured his first 15/15 Bucking Battle win in Glendale, Arizona, where he was also 15th in the main event. Following the stop in Arizona, Souza continued to shine. At the elite tour’s debut in Los Angeles, riding alongside his brother Alan for the first time on the premier series, Souza finished second, his career-best finish at a Major. Solidifying his place on tour, and as a top contender for the Rookie of the Year honor, Souza concluded the year with three additional Top-10 finishes before reaching the second PBR World Finals of his career. A 26th place finish at the most prestigious event in bull riding pushed Souza to a No. 17 ranking in the world standings to end the season.
When not riding, Alisson can be found wherever his brother Alan is, or on Facetime or WhatsApp chatting to keep up with him should they be apart. The two also love to play PS4 together. When both of the Souza brothers qualified for the 2019 World Finals, they were just the third set of twins to ride in the illustrious event together, and the first since Adriano and Alan Moraes in 2006.

CAREER HIGHLIGHTS

2019
- Won his first 15/15 buckling battle in Glendale, Arizona
- Finished a career high No. 17 in the world rankings

2018
- Won his career-first event on the Velocity Tour in Casper, Wyoming
- Made his Unleash The Beast debut in Billings, Montana
- Won the 2018 Velocity Tour Championship
- Qualified for his first World Finals

2016
- Made his PBR debut on the PBR Monster Energy Tour in Barretos, Brazil
Growing up on a Brazilian ranch, Rubens Barbosa began his career training on his family’s calves, first inspired by the sights of a rodeo he attended as a child. After he logged four event wins and nine Top 10 finishes at PBR Brazil events between April 2010 and July 2011, Barbosa journeyed to the United States to seize his opportunity to compete on the league’s top tour, a decision which paid dividends. Competing in just 10 events on the elite tour in 2011, including the World Finals, Barbosa rode his way to the Rookie of the Year title. Barbosa then faced a three-year stretch where he battled the cut line and numerous injuries, including a broken shoulder and leg, before he returned to the top tour in 2015. Barbosa’s return was strongly supported by his wife Dani who had urged him to return to competition to pursue his dream of being a World Champion. In his seventh event back on the elite tour, Barbosa earned his first win in Colorado Springs, Colorado. After a then career-best season for Top-5 and Top-10 finishes in 2016, Barbosa continued the momentum with a career-defining year in 2017. Barbosa won the second event of the season in Chicago, which also marked the first time he had covered all of his bulls at an event on PBR’s top series. Before finishing the season a career-high No. 15 in the world, Barbosa earned four Top-5 and eight Top-10 finishes. Adding to his achievements, he was selected to compete for Team Brazil at the inaugural Global Cup, where he finished second to Stormy Wing in the individual aggregate, going a perfect 3-for-3, in his nation’s runner-up effort.

The 2018 season, however, was not as successful for Barbosa, who once again fought the cut line to remain on the Unleash The Beast. Despite his struggles, Barbosa qualified for his fifth PBR World Finals. Most recently, in 2019, Barbosa had yet another resurgent season. His comeback began in Australia, gaining early ground in the world standings after recording two Top-5 finishes in Melbourne and Adelaide. Once Unleash The Beast action commenced, three consecutive Top 10 efforts allowed Barbosa to establish firm footing within the Top 35. Barbosa remained on the elite tour throughout the remainder of the regular-season qualifying for his sixth career PBR World Finals. In Vegas, Barbosa then made history. In Round 4, Barbosa combined with Chiseled for a massive 95.75 points, propelling him to the Lane Frost/Brent Thurman Award. The score is now the fourth-highest score in PBR World Finals history and highest since Chris Shivers rode Dillinger for 96.5 points in 2001. Only 10 rides in PBR history have ever been scored higher, and none have even matched it since Mike White and Renato Nunes did so on Troubadour and Chicken on a Chain, respectively, in 2008. Going a collective 4-for-6, Barbosa finished fourth overall at World Finals, concluding the year No. 18 in the world.
When not competing at events, Barbosa still does a lot of ranch work, working with cattle, horseback riding, while also hunting and fishing. He keeps in shape by going to the gym where his exercises of choice are running and strength training, coupled with copious amounts of stretching. When he’s home in Decatur, Texas, Barbosa can often be found at the local Fit-N-Wise. In 2017, Barbosa was part of a six-rider contingent that travelled to the famed IMG Academy for a week of special training for bull riders. Mentally, Barbosa prepares by reading his bible and praying. He says that his family, wife Dani and their daughter Yasmin, also provide important support to help him mentally.

CAREER HIGHLIGHTS

2019
• Recorded the fourth-highest ride ever at the PBR World Finals, covering Chiseled for 95.75 points, which helped him to a 4th place event finish

2017
• Won the second event of the elite tour season in Chicago, Illinois, before finishing a career-high No. 15 in the world
• Competed as a member of runner-up Team Brazil at the inaugural Global Cup where he went a perfect 3-for-3

2015
• Picked up the first elite tour victory of his career with a win in Colorado Springs, Colorado

2011
• Came from behind to win Rookie of the Year
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 professional bull 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.

Making his PBR debut in 2017 in Brazil, Divino had an electric season, finishing No. 2 in the national standings after winning two events, including his career-first on the Monster Energy Tour in Divinopolis. Finishing the year No. 65 in the world, Divino was quick to begin his 2018 campaign. He left his home nation for the first time to compete and found early success in Australia, winning two events before returning 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.

In 2019, Divino continued to reach new career highs. After again travelling to Australia to start the year, he was quick to return to the Unleash The Beast, first riding at the second event of the year in Chicago. It didn't take long for the young Brazilian to find his groove, finishing then a career-best third one week later in Glendale, Arizona. Two months later, Divino 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, and concluding the year a career-high 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.

**CAREER HIGHLIGHTS**

**2019**
- Qualified for his first PBR World Finals
- Finished a career high No. 19 in the world

**2018**
- Made his Unleash The Beast debut in Albuquerque, finishing sixth
- Won the 2018 PBR Australia Finals

**2017**
- Made his PBR debut on home soil in Londriana where he was seventh
Cody Jesus’ interest in the sport of bull riding was sparked by the movie “8 Seconds.” While his father Vernon was a local bareback rider, it was the intrigue he experienced as a child when watching the movie about legendary rider Lane Frost that ultimately propelled him to get 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, he moved his practice to the barrel’s real-life equivalent when his 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 was committed to self-funding his dream doing numerous jobs including pinon nut-picking and recycling bottles and cans to earn enough money to enter his initial events.

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. While he was unable to record a qualified ride at the event, Jesus made sure fans knew his name just seven short months later when he finished fifth at the 2017 Pendleton Whisky Velocity Tour Finals. At the PBR level, Jesus caught fire in 2018. Again earning the Native American invite to the season’s Ty Murray Invitational, Jesus went 2-for-4 to finish seventh. While he was shut out in Billings the next weekend, he used an impressive win on the Velocity Tour in front of his hometown crowd, backed by two 90-point rides, to earn an invite to the Fairfax, Virginia elite tour event. Going a perfect 3-for-3, Jesus finished second and climbed 28 positions in the world rankings, surging from No. 66 to No. 38. Competing at the final three regular-season events, capping his streak with a fifth-place result in Nampa, Jesus made his World Finals debut that November in Round 3 as an alternate. Jesus then went 2-for-4 to finish 18th and conclude the year No. 35 in the world.

The Navajo bull rider was then a consistent presence on the Unleash The Beast throughout 2019, sidelined periodically due to a nagging groin injury. While he remains on the hunt for his first event win, Jesus reached an important career milestone when he emerged victorious at 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 soft-spoken 2019 Rookie of the Year contender tallied seven additional Top-10 efforts on the elite Unleash The Beast before competing inside T-Mobile Arena.
2019 #20 CODY JESUS

He may have only recorded one score in Vegas, going 1-for-5, Jesus’ Round 2-winning, career-high 92-point ride aboard Lil 2 Train elevated him to a ninth-place finish. He concluded the year 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.

CAREER HIGHLIGHTS

2019
• Earned his first 15/15 Bucking Battle victory in Oklahoma City
• Won Round 2 of the 2019 PBR World Finals propelling him to finish 2019 a career-high No. 20 in the world
• Made his Global Cup debut for Team USA Wolves, going 2-for-3 during the team's third-place finish

2018
• Won the first PBR event of his career at the Pendleton Whisky Velocity Tour stop in Window Rock, Arizona courtesy of two 90-point rides

2017
• Made his elite tour debut at the annual Ty Murray Invitational as the Native American invite

2016
• Made his PBR debut at the Touring Pro Division event in Grand Junction, Colorado
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. Montanha began riding at 16, and competed in his first rodeo in his home country of Brazil at the age of 19. While he rode on various other circuits, Montanha didn’t make his debut on the Brazilian Touring Pro Division (TPD) 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. In 2017, as he competed in just his fifth event in the United States, and fourth event on the Pendleton Whisky Velocity Tour (PWVT), Montanha emerged victorious in Youngstown, Ohio, delivering a perfect 3-for-3 performance. After just one month competing on the PWVT, 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 perfect, 3-for-3 event. 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. Montanha continued the momentum into 2018, logging countless 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 World Finals, Montanha concluded the season a career-high No. 4 in the world. The 2018 season also featured Montanha’s Global Cup debut. 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 yet again qualified for the PBR World Finals, marking his third appearance, 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 Global Cup on American soil.

Montanha’s surging success has led many to compare him to three-time World Champion Silvano Alves, who the 28-year-old looks up to along with fellow World Champion Guilherme Marchi. For Montanha, it has always been his dream to come to the United States and compete. He says that the level of bull power in America is a lot greater than in his home nation, and that keeping his head straight is key, especially when the tour travels to a new state every weekend.
CAREER HIGHLIGHTS

2019
- Won the Unleash The Beast event in Columbus, Ohio
- Competed for event-winning Team Brazil at the first-ever PBR Global Cup USA

2018
- Earned his first premier series victory in Duluth, Georgia, followed by his second win one month later in Billings, Montana
- Concluded the season a career-best No. 4 in the world

2019
- Logged five Top 10 finishes, including a career-best second in Raleigh, North Carolina during his rookie season
- Finished 3rd in the Rookie of the Year race
The son of respected stock contractors Fred and Julie, Aaron Kleier grew up immersed in the bull riding culture. As a child, Kleier frequently climbed aboard his family's steers, beginning his competitive career as a tenth grader. While enrolled at St. Brendan's College, he frequented events hosted by the iconic Great Western Hotel. Before making his PBR debut in 2017, Kleier went on to win the Young Guns Series in 2014 and 2015, and the Great Western Series Rookie title in 2016.

After competing at his first PBR event on Dec. 31, 2016, where he finished third, Kleier was nothing short of electric in his rookie season in 2017 in his home nation. Winning the second Touring Pro Division (TPD) event of his career, as well as two additional events, Kleier recorded nine Top-5 and 11 Top-10 finishes during the 2017 Australian season. While he led the standings for a good portion of the season, Kleier concluded the year ranked No.2 in the nation, and earned Rookie of the Year honors. He capped the season with his first trip abroad for PBR competition, riding as part of Team Australia at the debut Global Cup in Edmonton, Alberta, Canada.

The 2018 season was a dream for Kleier, achieving his lifelong goal of being crowned the PBR Australia Champion. In addition to winning six events, he notched 14 accompanying Top-5 finishes to conclude the year 1,125.82 points in front of runner-up Cliff Richardson. That season, Kleier also represented his homeland in the first Global Cup on Australian soil. Adding one score to the nation's total, the Australian contingent nearly defended its soil, however lost to Team Brazil by a heartbreaking 0.75 points.

Kleier once again dominated Australian competition in 2019, becoming the second athlete in league history to win the nation's championship in consecutive seasons. Kleier’s success again made him an early pick to Team Australia for the Global Cup’s debut on U.S. soil, where the contingent from Down Under was fourth. Finishing a career-high No. 22 in the world, Kleier made his Unleash The Beast debut riding at the Last Cowboy Standing Major in July, part of the iconic Cheyenne Frontier Days.

Kleier credits his dad and older brother Travis for influencing his bull riding. When he is not riding, he is often working at a farm in the nearby towns of Moranbah and Dysart. He stays competition ready by getting on practice bulls at his family’s home.
CAREER HIGHLIGHTS

2019
• Rode for fourth-place Team Australia at the inaugural Global Cup USA
• Made his Unleash The Beast debut at Last Cowboy Standing in Cheyenne, Wyoming
• Won his second-consecutive PBR Australia Championship
• Finished the season a career-high No. 22 in the world

2018
• Won the PBR Australia Championship
• Competed for runner-up Team Australia at the Global Cup in Sydney

2017
• Made his PBR debut at the Australian TPD event in Charters Towers, Queensland on December 31 where he finished third
• Logged three event wins and nine Top 5 finishes at PBR Australia events en route to being named 2017 PBR Australia Rookie of the Year and finishing No.2 in the national standings
• Rode for Team Australia at the inaugural Global Cup where the nation finished fourth
As a kid, Eduardo Aparecido watched rodeos on TV, 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. After finishing second in PBR Brazil in 2011 and 2012, the Brazilian debuted on the elite PBR Unleash The Beast in 2013, and has been a staple ever since.

The perennial Unleash The Beast favorite 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 in his sixth World Finals. Another highlight of the season, included Aparecido's selection to Team Brazil for the inaugural Global Cup, adding one qualified ride to the team's score. His home nation finished second in the first-ever event. Aparecido was also selected to Team Brazil for the two latest editions of the Global Cup, where the contingent emerged victorious in both Sydney and Arlington.

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 World Finals.

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.

While raising dairy cows at his ranch in Brazil, Aparecido splits his time between living in the United States and his native country. Before each event, Aparecido can be found reading his bible. In his down time, he is an avid roper, and enjoys going to both the gym and church. Aparecido says that his family (wife Kelly and kids Maria Eduarda and Maria Luiza) are the most important people to him, talking with them on the phone whenever he has time. Aparecido admires 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. Aparecido is proud of his ability to cover difficult bulls, proving he can earn round and event wins at the top level.
CAREER HIGHLIGHTS

2019
• Competed for Team Brazil at the inaugural PBR Global Cup USA where they became the first-ever repeat champions

2018
• Rode for Brazil at the Global Cup in Sydney, helping his country capture their first Global Cup win

2017
• Won a career-best three premier series events including the first Major of his career at Iron Cowboy in Arlington, Texas, becoming the 32nd rider in PBR history to surpass $1 million in career earnings
• Rode as a member of the second-place finishing Team Brazil at the inaugural Global Cup
• Finished the year ranked No. 3 in the world, a career best

2014
• Won the first event of his elite tour career with a victory in Nampa, Idaho
While Stetson Lawrence hails from a family of bull riders, he is the first to turn his passion into a professional career. Lawrence, of Sioux and Chippewa descent, got on his first bull at age nine, and made his PBR debut 10 years later at a Touring Pro Division (TPD) event in nearby Sidney, Montana. Nowadays, fans get a feel for his Native traditions when Lawrence breaks into a tribal dance after a successful ride. After competing at the TPD level in both the United States and Canada for six years, Lawrence broke through and made his elite Unleash The Beast debut in February 2013 in Kansas City, Missouri, where he finished 10th. Lawrence has since qualified for the PBR World Finals in seven consecutive seasons, finishing a career-high ninth in 2016. In 2017, Lawrence won his first event on the elite tour, in Thackerville, Oklahoma. His successful season came despite breaking his pelvis in April during the Tacoma, Washington, event, sidelining the North Dakota rider for more than 12 weeks. To quicken his recovery, Lawrence’s wife directed him towards pulsating electromagnetic field technology, a therapy she had heard a friend talk about for their barrel horses. Lawrence credits the once-a-week therapy, which increases blood flow and promotes cell growth, for aiding his recovery.

After a hot start to the 2018 season, finishing third in Oklahoma City in late January, and fourth in Anaheim in early February, rising to No. 7 in the world, Lawrence’s success began to taper. After a fractured ankle sidelined him for two events in the first half, Lawrence struggled in the second-half in pushing toward his sixth PBR World Finals. The veteran rider, however, managed to secure a spot at his sixth World Finals, concluding the year No. 26 in the world.

Most recently, in 2019, Lawrence found himself in unfamiliar waters, treading dangerously close to the Unleash The Beast cutline during the first-half. Once again starting the season strong, finishing eighth at the season-launch Major in New York City, Lawrence became mired in a slump, skidding to No. 45 in the world entering his final guaranteed premier series event of the season. Lawrence, however, rose to the occasion. Finishing sixth in Little Rock, he was able to rise to No. 35, just within the threshold. Courtesy of two additional big performances the following month, a fourth-place finish in Tacoma and sixth-place result in Billings, Lawrence was able to leave the bubble, rising to No. 21. Firmly inside the Top 35 the remainder of the season, recording two additional Top -5 results, Lawrence returned to the World Finals, where he went 1-for-4 with his event coming to an early end due to a knee injury. He finished 2019 No. 24 in the world.

Known as the “Firewalker” given his native heritage-inspired celebration dance, Lawrence been selected to represent the US twice in Global Cup competitions. Making his debut in 2018 at the Global Cup Australia, Lawrence was next an initial pick for the all Native American Team USA Wolves that competed at the 2019 PBR Global Cup USA.
Lawrence stays bull-riding ready by spending time on his drop barrel at home and occasionally riding horses bareback. In addition to his fractured pelvis, Lawrence has broken his right (free) arm on four separate occasions, joking that this has made him really good at eating left-handed. Fortunately, he rides left-handed, but one can only imagine how tough it was to cut his favorite post-competition meal of a “big ole’ steak” while in a cast. Lawrence is married to barrel racer Teri Kay (TK) Lawrence, and says that he and his wife do their best to coordinate their busy touring schedules to maximize time together. When not on the tour, Lawrence enjoys golf and riding dirt bikes, and says that when he retires he will probably try his hand at team roping. He hopes to have his own ranch someplace where winters aren’t too harsh.

CAREER HIGHLIGHTS

2019
- Rode for the third-place, all Native American Team USA Wolves at the 2019 PBR Global Cup USA

2018
- Competed for fourth-place Team USA at the PBR Global Cup Australia

2017
- Won the first elite tour event of his career at September’s stop in Thackerville, Oklahoma

2016
- Finished a career-high 9th at the PBR World Finals

2015
- Finished a career-high No.9 in the world standings

2014
- Won the PBR Canada Championship
Cody Nance began riding bulls when he was 14 under the guidance of his uncle and stepfather. Although his mother was unhappy with him getting on his first bull, after seeing his success she warmed up to the idea of her son being a full-time bull rider. After spending two full seasons competing at the Touring Pro Division (TPD) level, Nance made the jump to PBR’s elite Unleash The Beast in 2009. In his debut year, Nance claimed the Rookie of the Year title and finished 18th at his first-ever World Finals. He has since qualified for World Finals in each of his 10 subsequent seasons on the elite tour, finishing a career-best fourth in 2013. The 2013 season also featured a career-best world rank for the Tennessee man, finishing the year No. 5 in the world. Nance reached another career-milestone in 2017 when his year culminated with a trip to Edmonton, Alberta, Canada as a member of Team USA for the inaugural Global Cup. There, Nance went 1-for-2 to help Team USA to become the first-ever Global Cup Champions.

The 2018 season was another big year for Nance, kick-started by two early Unleash The Beast event wins in Anaheim and Albuquerque. A world title contender the remainder of the year, Nance closed to the season with a 15th-place result at the PBR World Finals. He finished the year No. 25 in the world. Among the highlights of his season, Nance made his third appearance for Team USA at a PBR Global Cup, with the nation’s Eagles contingent finishing second at the inaugural event on American soil in June.

Nance’s success, however did not continue in 2019, plagued by injury, namely a dislocated hip sustained in March in Kansas City. The resilient rider, however, used both a strong summer run and second-half push to return to the PBR World Finals. He finished the year No. 25 in the world. Among the highlights of his season, Nance made his third appearance for Team USA at a PBR Global Cup, with the nation’s Eagles contingent finishing second at the inaugural event on American soil in June.

Nance says conquering The Game for 90 points in the short round in Columbus, Ohio, in 2009 has been his most memorable ride, mainly because the bull hailed from his hometown. After meeting with a sports psychologist, and at the advice of Terry Don West passed along to him via friend Jeff Tiley to “remember your last victory,” Nance is a firm believer in visualization techniques. He often re-watches rides from his rookie season to remind himself of the feats he’s been able to accomplish. The Tennessean native also points to his faith as a large part of his success in and out of the arena. Whether he is riding or not, Nance says “The joy of the lord is my strength. I solely rely on God. When I nod my head and I’m strapped to the back of a 2,000-pound animal, jumping in the air and kicking, I have no direction of which way he going to go. That’s just like life, sometimes it gets a little wild, but God is always there, and he is always taking care of me and in control.”
Sometimes after a great ride he’ll reward himself with his favorite sweet treat, dark chocolate. When he’s not riding, Nance loves to partake in any outdoor activity, such as hunting, fishing, and riding horses. In the future, Nance would like to open a bull riding school to teach youth about the sport and how to live an inspiration-filled life. In the meantime, Nance enjoys spending quality time with his wife Korie, and kids Addie, Wyatt and Nash.

CAREER HIGHLIGHTS

2019
- Competed as a member of the runner-up Team USA Eagles at the inaugural Global Cup USA

2018
- Competed as a member of Team USA at Global Cup Australia

2017
- Member of the event-winning Team USA contingent at the inaugural Global Cup

2014
- One of two riders to win three events, including Tacoma, Washington; Fresno, California; and Billings Montana

2013
- Finished a career-best fourth at the PBR World Finals, and a career high No. 5 in the world rankings

2009
- Named rookie of the Year after earning $166,022
While Brennon Eldred is the only bull rider in his family, he says he grew up on the back of a horse. From Sulphur, Oklahoma, Eldred was close to his grandfather, who he says always had cows and horses, and less than 10 miles from the D&H Cattle Company ranch and PBR stock contractors, Dylan and six-time Stock Contractor of the Year H.D. Page. Getting on his first calf at the age of six, Eldred began getting on H.D.’s 2-year-old stock at 10, advancing to some of his best bovine athletes by 13. In the early years of his career, Eldred credits Cody Whitman for important guidance, while also looking to Justin McBride and Jim Sharp as role models.

When he turned 18, Eldred competed in several Touring Pro Division (TPD) events; however his focus prior to the 2017 season was rodeoing and qualifying for the National Finals Rodeo (NFR), which he has done three times. Before shifting to become a PBR Unleash The Beast mainstay in 2017, Eldred logged a qualified ride that was nothing short of a magical moment. At the 2016 NFR, Eldred rode D&H Cattle Co.’s SweetPro’s Bruiser for 94.5 points during Round 9. The ride had sentimental meaning because of his personal connection to the famed stock contractor, and it drew notice throughout the sport since Bruiser had just been crowned PBR’s 2016 World Champion Bull and had bucked off the previous 14 riders.

In 2017, after winning and finishing sixth at the TPD stop in West Plains, Missouri, in March, Eldred made his premier series debut in Billings, Montana, subsequently recording five Top-10 efforts throughout his rookie season. His fifth-place finish at the PBR Major Last Cowboy Standing at Helldorado Days in Las Vegas was of extra significance to the then first-year rider who had grown up watching the PBR World Finals and NFR dreaming of competing one day in the city head-to-head against the most talented riders and rankest bulls. Eldred competed in Las Vegas one more time in 2017, his first-ever PBR World Finals, finishing 15th. Adding to the list of accomplishments from his first year on the elite tour, Eldred also competed as a member of the event-winning Team USA contingent at the inaugural Global Cup where he went 1-for-3. In 2018 he finished No. 29 in the world and once again competed for Team USA at the Global Cup in Sydney.

In 2019, Eldred finished the season ranked a career-best No. 26 in the world. Qualifying for his third World Finals, his season, however, ended in heartbreaking fashion. The Oklahoman was unable to compete inside T-Mobile Arena after dislocating his hip while riding at the Pendleton Whisky Velocity Tour Finals days prior. Despite, the unpleasant end to the year, one of many highlights from the regular-season included his third consecutive selection to Team USA for the PBR Global Cup. Competing for the Eagles, Eldred went 2-for-2 in the nation’s runner-up finish.
To prepare for competition, Eldred tries to remain calm, not taking himself too seriously. He says that at elite tour events being in the locker room and feeding off the energy of World Champions has only fueled his desire to win. Outside of bull riding, Eldred is a foodie at heart, especially enjoying Mexican cuisine. While he is the only western sports athlete in his family, Eldred's three siblings all play sports, including wrestling, football and basketball.

CAREER HIGHLIGHTS

2019
• Competed for the runner-up Team USA Eagles at the inaugural Global Cup USA
• Finished a career-high No. 26 in the world

2018
• Competed for the fourth-place Team USA at the Global Cup in Sydney

2017
• Made his Unleash The Beast debut in April in Billings, Montana where he finished 21st
• Competed as a member of the event-winning Team USA contingent at the inaugural Global Cup
Winning a PBR gold buckle is one of the most challenging feats in sports. Silvano Alves has the distinction of being the only 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).

The PBR legend 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.

Alves has since gone on to establish himself as one of best bull riders of all-time. In addition to being the only back-to-back World Champion, he is one of 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. For all of his accolades, Alves has won more than $6 million in career earnings, ranking him second amongst all-time money earners. 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 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, Alves was called to ride, adding a score to his home nation's total.

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, Alves suffered a ruptured kidney, abruptly ending his season. Despite qualifying for his tenth PBR
CAREER HIGHLIGHTS

2017
• Competed as a member of runner-up Team Brazil at the inaugural Global Cup

2014
• Outside of the top spot all season long, made a come-from-behind surge to become the second rider in PBR history to claim three World Championships, after going 6-for-6 at the 2014 World Finals to also win the event title

2012
• Became the only back-to-back World Champion
• Reached $3 million in career earnings after winning his second World Championship, achieving the milestone faster than any rider in history

2011
• Took over No. 1 ranking after his third-place finish in Thackerville, Oklahoma, in July and remained the top-ranked rider for the final 10 weeks, culminating with his first World Championship
• Reached $1 million in career earnings in 18 months and 47 events, the fastest of any rider in PBR history, averaging $100,000 per month

2010
• Crowned Rookie of the Year after earning $321,580 and never bucking off more than three bulls in a row
• Won his debut event on the elite tour riding all four of his bulls in Nampa, Idaho
• Logged three event wins, the most ever by a Rookie of the Year

2016
World Finals, he was unable to compete, finishing the year No. 27 in the world.

Fans were given a glimpse into the legendary rider’s life in 2016 when Alves was featured in the Netflix docu-series “Fearless,” which followed top Brazilian riders. To the surprise of many, Alves says he does nothing to prepare for events as he doesn’t really like the gym. Despite his distaste for working out, Alves joined a contingent of six PBR riders in 2017 for a week-long, bull rider specific training camp at the famed IMG Academy. When not competing, Alves can be found with his family and friends, riding and roping on his ranch in Decatur, Texas. Alves cherishes every moment he has with his wife and their two children, Hanyelle and Eduardo, spending a good amount of time outdoors with their animals, a favorite pastime for the whole family.
Growing up, Louisianan Taylor Toves always knew he wanted to be a bull rider. He got on his first bull at age 13 under the tutelage of his father, who was also a bull rider. A decorated bull rider in high school, Toves qualified for the National High School Rodeo Association National Finals, and also won the PRCA Texas Circuit Finals in 2012.

While he made his PBR debut in 2011 on the Touring Pro Division, Toves didn’t begin to establish a name for himself until 2017. In March, he won his first event title with the PBR on the Pendleton Whisky Velocity Tour in Fresno, California. As a result, Toves earned a berth to the elite Unleash The Beast, making his premier series debut in Tacoma, Washington. While he failed to make the 8 inside the Tacoma Dome, and wouldn’t return to the premier series again during the regular season, a strong season campaign on the Velocity Tour, backed by a runner-up finish at the Pendleton Whisky Velocity Tour Finals, garnered him a berth to the first PBR World Finals of his career. Covering his Round 3 draw Deans & Cornbread for 84.5 points, Toves finished 30th at the season-culminating event, leading him to conclude the year No. 48 in the world.

After a bumpy 2018 season, Toves hit his stride in 2019, finishing a career-high No. 28 in the world and qualifying to his second PBR World Finals. During the regular-season Toves again found success on the developmental tours, earning two Velocity Tour victories (Jacksonville, Florida and Rapid City, South Dakota) along with one Touring Pro Division win in Amarillo, Texas. On the elite tour, Toves, who finished a career-best fifth in Duluth, Georgia, recorded three Top-10 finishes.

Between events, Taylor travels with Bryan Titman and 2018 PBR Rookie of the Year Keyshawn Whitehorse. To stay competition ready, Toves works on his technique on his BuckRite machine and gets on as many practice bulls as he can. Being a true Louisianan, his favorite food is crawfish, and when asked if he could be any other person Taylor’s reply was “Nobody. You should always just be yourself.”

CAREER HIGHLIGHTS

2019
• Finished a career-high No. 28 in the world

2017
• Won his first event at the Velocity Tour’s stop in Fresno, California
• After finishing second at Velocity Tour Finals earned his first berth to the PBR World Finals

2011
• Made his PBR debut in Stephenville, Texas on the Touring Pro Division
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, he got on his first steer at age eight and was immediately captivated by the sport. He 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.

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, which included 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 compete due to injury. Finishing sixth, Buttar earned enough points to end the event No. 35 in the world standings, qualifying him for his first-ever World Finals. Buttar was one of four Canadians competing that year, the most since 2012, and he went 2-for-5 on his way to an 11th place finish.

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. 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. He earned his first 90-point ride on the premier series in Columbus, Ohio in April when he was marked 90 points aboard Inferno. He followed that with yet another 90-point score later that season, recording the high-marked ride of his career in October in Milwaukee, Wisconsin when he made the 8 on Rising Sun for 90.5 points. The Kindersley-native concluded the year a career-best No. 17 in the world standings. He 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. A third selection to represent Canada awaited Buttar in 2019, selected to ride at the inaugural Global Cup USA, where Butter went 1-for-3. The season’s highlights also included Buttar earning his third consecutive Glen Keeley Award. Dakota finished the year ranked No. 29 in the world. 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 Finals. His runner-up effort was backed by a league-leading five wins on the nation’s Touring Pro Division.

While Buttar is still relatively new to the US-based tour, he has known PBR star Tanner Byrne since childhood. The duo’s families used to rodeo together, and the two young athletes advanced through junior bull riding and the higher ranks in unison. When not competing, Buttar loves to play hockey, drawing inspiration from his cousin, former NHL defenseman Darren Van Impe. Buttar also raises bucking bulls. His toughest challenge is to sit out while dealing with an injury, but he is inspired to keep going knowing that getting banged up on bulls is something every rider goes through. Buttar aspires to be a PBR World Champion, and he also hopes to finish his schooling in accounting. “I’ve learned that when you really want something and keep pushing yourself you can accomplish your goals,” he says.

CAREER HIGHLIGHTS

2019
• Rode for team Canada at the PBR Global Cup USA
• Won the 2019 Glen Keeley Award, his third straight

2018
• Recorded the first 90-point ride of his elite tour career in Columbus, Ohio in April when he was marked 90 points on Inferno
• Finished a career-high No. 17 in the world standings earning his second consecutive Glen Keeley Award
• Competed as a member of third-place Team Canada at the Global Cup in Sydney, Australia

2017
• Won his first Unleash The Beast event in Nampa, Idaho
• Was a member of third-place Team Canada at the inaugural Global Cup

2016
• Made his premier series debut in Tulsa, Oklahoma
PBR’s most popular rider, dubbed “the next last American hero” by ESPN’s Marty Smith, is a true cowboy who started riding at the age of three, and rode his first bull at age 13. Since making his Unleash The Beast debut and winning the Rookie of the Year title in 2006, J.B. Mauney has established himself as one of the world’s toughest, most accomplished and decorated western sports athletes, notching his name in the history books as the top rider in numerous categories.

Mauney has earned a reputation as a “dragon slayer,” after conquering every World Champion Bull from 2007 – 2018 at least once. He was also the man who ended 2013 World Champion Bull Bushwacker’s 42-out buckoff streak in Tulsa in August 2013, and is the richest athlete in western sports history with more than $7.2 million in earnings. In an era where riders are using yoga and pilates to stay limber and fit, Mauney says he’s never set foot in a gym, although he can balance on a medicine ball “however long you want me to stay on it.” His workouts during the week are riding horses and working his Texas ranch. He has leveraged his freakish, God-given talent, nerves of steel and boundless courage to ride to two World Champion titles, and is just the third rider in history to log 500 qualified rides on the premier series.

In 2017, after once again being an early contender for the world title through the first half of the season, Mauney sustained a gruesome shoulder injury in July at the Calgary Stampede that PBR’s Medical Director Dr. Tandy Freeman said was the worst he’s ever seen in bull riding. Muscle, tendons and ligaments had all been ripped clear off the bone, requiring Dr. Freeman to
use 13 anchors to rebuild the shoulder. Mauney’s other injuries include, more than half a dozen broken bones, a shattered eye socket, bruised kidney and spleen, and a lacerated liver. “If you can’t take the pain, get out of the game,” he says.

While the Western sports legend has dominated the rankest bovine athletes on the planet for years, the 2019 season saw the tables turned, as an embattled Mauney fought through injury after injury. Facing a torn MCL, broken fibula, sprained jaw, torn rotator cuff, separated and fractured ribs, and more, Mauney still further etched his name in the record books. As the lone rider to go a perfect 3-for-3 in Little Rock in March, Mauney won his first Unleash The Beast since April 2017. His perfect performance was capped by his first 90-point ride of the season, marked 90.75 points on Big Black to tie for the championship round win. The win propelled Mauney to two career milestones, tying with Justin McBride in the record books for most elite tour event wins of all time (32), and second-most 90-point rides (74). Chris Shivers leads PBR all-time with 94 90-point rides. While Mauney’s season concluded with his 14th consecutive qualification to the PBR World Finals he was unable to leave the chutes in Round 1, battling lingering effects from a shoulder injury sustained days prior during the 2019 Pendleton Whisky Velocity Tour Finals.

When Mauney isn’t competing he can be found hard at work on his ranch in Texas or spending time with his wife Samantha, daughter Bella and son Jagger Briggs. After every big win, he heads to a steakhouse for a juicy steak which is always his post competition meal of choice. Since switching back from wearing a helmet, Mauney says he now smashes about four to five hats per season, and though he usually changes to black felt in the winter, his straw hat has been working well for him, leading him to contemplate wearing it year-round. One thing you won’t ever see Mauney doing however is wearing yellow or laying his hat on the bed – two rules his dad taught him to live by to avoid bad luck.

CAREER HIGHLIGHTS

2019 #30 J.B. MAUNEY

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CAREER HIGHLIGHTS

2018
• Become only the third rider to cover 500 bulls on the premier series after an 87.25-point ride on All The Way Up in New York City

2016
• Solidified his standing as the richest athlete in western sports eclipsing the $7 million mark with his ride on Red Dawn during Round 5 of the World Finals

2015
• Earned his second PBR World Championship title while also becoming the richest athlete in Western sports history and the $6 million dollar man

2014
• Broke and set a PBR record for consecutive rides that was first established in 1998 by Terry Don West with 15 rides, covering his Round 1 bull KISS Destroyer while in Chicago for his 16th ride, with his streak ending during Round 2 in Chicago when he was tossed from Mud Man at 7.18 seconds

2013
• Went a perfect 6-for-6 at the World Finals en route to winning the event and being crowned the 2013 PBR World Champion, becoming the first rider to cover all his bulls at the finals twice and the third rider to win both the event and the World Championship in the same season
• Won six of the last 10 events in the second half (Tulsa, Thackerville, Fayetteville, Grand Rapids, Hollywood and World Finals), becoming the only rider to win four consecutive events
• Notched the most 90-point rides of the season at eight, including a 95.25-point effort atop Bushwacker in Tulsa, Oklahoma, to break the 2013 World Champion Bull’s buckoff streak of 42, and win the Tulsa event

2009
• Became first rider in history to ride all eight bulls at the World Finals, winning the event title and $343,000

2006
• Crowned PBR Rookie of the Year after earning $165,457, including $17,500 at World Finals
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 eight, Lima launched his professional career as soon as possible, at the age of 18. The self-taught rider made his PBR debut in August 2015 at the famed Barretos rodeo where he finished 14th. With just the one PBR event on his resume, Lima travelled to the United States in February 2016 for the Touring Pro Division (TPD) stop in Fort Worth, Texas.

In 2017, after a year away from PBR competition, Lima returned to the league’s events, riding at both TPD and Pendleton Whisky Velocity Tour (PWVT) events before making his elite Unleash The Beast debut in April in Billings, Montana. After failing to record a qualified ride, Lima mounted an aggressive summer campaign at both TPD and PWVT events, recording his first event wins at the TPD level in Rock Springs, Texas, which he followed with a second title in Sterling, Colorado. 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 season’s end, prior to the World Finals, Lima competed at the PWVT 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, which he says is the proudest moment of his career. In 2018, Lima broke through, a top contender for the year’s World Championship. After winning his first elite tour event in January in Sacramento, 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, marking his first Major victory. As the season 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, marking his second appearance at the sport’s most prestigious event. Riding to a 28th-place finish, he concluded the year a career-high No. 8 in the world. The season also included his Global Cup debut, riding for event-winning Team Brazil in Sydney, Australia.

Lima’s momentum, however did not carry over into 2019. Falling victim to the Unleash The Beast cutline in March, Lima returned to the Pendleton Whisky Velocity Tour. Recapturing his winning ways from 2018, Lima caught fire in September. Entering the 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 effort on the PWVT. Returning to the elite Unleash The Beast for the first time in seven months, Lima’s momentum continued, finishing sixth in Greensboro, North Carolina. While he remained outside the Top 35 at the end of the season, Lima qualified to the 2019 PBR World Finals via the Pendleton Whisky Velocity Tour.

Ramon de Lima

- HOMETOWN: Rio Branco, Brazil
- RESIDENCE: Decatur, Texas
- HEIGHT: 5'8"
- WEIGHT: 169
- BORN: 12/19/90
- RIDING HAND: Left
- CAREER EARNINGS: $464,699.30*
- HIGH-MARKED RIDE: 89.25 points on More Big Bucks in Sacramento, California, on January 28, 2018
- AWARDS
  - 2018 Global Cup Australia Event Winner – Team Brazil

@RAMONDELIMA7
CAREER HIGHLIGHTS

2019
• Finished a career-best tenth at the PBR World Finals

2018
• Earned his first Unleash The Beast win in Sacramento, which he followed with his first Major victory in Arlington, Texas
• Won the first 15/15 Bucking Battle of his career in Billings
• Rode for event-winning Team Brazil at the Global Cup in Sydney, Australia, going 1-for-2
• After holding the world No.1 ranking for seven weeks, finished a career-high No. 8 in the world

2017
• Made his elite tour debut in April in Billings, Montana
Joe Frost knows he has gigantic boots to fill. Growing up with one of the most famous last names in bull riding, a cousin of legendary cowboy Lane Frost, it was never a question that Joe would be a professional bull rider. The Utah native got on his first bull at age 7, under the instruction of his dad, who was also a bull rider. The rest, was seemingly destiny for Frost. After winning championships in junior high, high school and college while at Oklahoma Panhandle State University as a bull rider, Frost made the transition to the professional ranks.

A five-time Wrangler National Finals Rodeo qualifier on the PRCA circuit, Frost is a household name among western sports fans. Frost made his PBR debut in 2015, competing on the Touring Pro Division in Fort Worth, Texas, finishing second. Frost didn’t return to the PBR ranks again until 2017, where he rode at just two events. He again rode intermittently in 2018 and completed his first full season in 2019.

Wasting no time in his quest to climb the world rankings, Frost won the first event of the year he entered on the Pendleton Whisky Velocity Tour in Oakland, California. He now credits the win as one of the most memorable moments of his career as it catapulted him to his Unleash The Beast debut in St. Louis, Missouri one month later. Following a twelfth-place result in the Show Me State, Frost returned to the Velocity Tour for four more events before becoming a near regular on the elite Unleash The Beast. Riding again on the premier series event in March in Tacoma, Frost, who was hungry to maintain his Unleash The Beast position, finished second, earning 390 crucial world points and catapulting from No. 43 to No. 16 in the world. Positioned well inside the Top 35, Frost notched three additional Top-10 efforts before his season was derailed in August in Houston, Texas when he broke his leg. Frost returned to competition in Las Vegas in November, qualifying for the first PBR World Finals of his career. Once again, Frost was plagued by injury, breaking his right leg (tibia) in Round 2. Despite the injuries, he finished a career-high No. 32 in the world.

Frost enjoys traveling with his wife Kylee, but when she can’t make it to events likes to share a hotel room with 2012 PRCA Champion Cody Teel. Before an event you can always find Frost with a cup of coffee and a piece of...
chewing gum, staple of his pre-event ritual. Outside of the arena, Frost enjoys being a part of the western lifestyle. Along with riding practice bulls and bareback horses to stay ready for his next out, Frost trains dogs, welds, takes care of his herd of 150 cows, and does leather work. The Utah man has even been known to dabble in auctioneering outside of his day-to-day work on his farm. Along with two-time World Champion Jess Lockwood, Frost is also one of the handful of PBR riders who wrestled in high school, giving him great balance and quick reactions.

CAREER HIGHLIGHTS

2019
- Won the first event of his career during his Velocity Tour debut in Oakland, California
- Qualified for his first World Finals despite being sidelined for most of the second half with a broken leg
- Finished the season ranked a career-high No. 32 in the world

2015
- Competed in his first PBR event, The American Semi-Qualifier Touring Pro, finishing second
Keyshawn Whitehorse is proud of his culture and draws on its spiritual traditions before settling onto a 1,800-pound bovine bred to buck. Before competing, the 2018 PBR Rookie of the Year methodically prepares, including a prayer ritual that blends Navajo tradition and Christianity. Before he straps on his fringed green chaps and protective vest with the striking logo of his sponsor, U.S. Border Patrol, Whitehorse 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. Both athletes depend on a top performance on the dirt.

Growing up on the high desert of rural southern Utah, Whitehorse actually began his career at age 5, mutton busting, working his way up to steers and eventually bulls. Whitehorse says his father was a “hobby” bull rider and enjoyed watching the PBR on TV which was how he was exposed to the sport. Despite not having any relatives who have been competitive in the sport, Whitehorse, who also competed in the MBR (Miniature Bull Riders) as a child, says his family is a tremendous influence upon him. During his high school years, the Whitehorse family moved to Texas and he began riding competitively on his high school team, notably placing fourth at the National High School Finals Rodeo during his three years competing.

Whitehorse made his PBR debut in 2015, finishing second at the Touring Pro Division (TPD) event in Fredericksburg, Texas. After competing at several more TPD stops and events on the Pendleton Whisky Velocity Tour (PWVT), Whitehorse debuted on the elite Unleash The Beast in Feb. 2016 at the Iron Cowboy in Arlington, Texas, one of four Major events. Whitehorse established himself as one to watch after an eighth place finish. While not having any relatives who have been competitive in the sport, Whitehorse, who also competed in the MBR (Miniature Bull Riders) as a child, says his family is a tremendous influence upon him. During his high school years, the Whitehorse family moved to Texas and he began riding competitively on his high school team, notably placing fourth at the National High School Finals Rodeo during his three years competing.

The 2019 season, however, took a much different trajectory. Falling victim to the cutline in March, Whitehorse battled his way back to the premier series via success on the PWVT, backed large in part by a win in Casper, Wyoming. Finding subsequent success on the elite tour, led by a season-best fifth-place result in Sioux Falls, coupled with a strong summer run, Whitehorse made his second consecutive appearance at the World Finals in 2019. While he was shutout, 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 Global Cup on American soil.

Whitehorse credits Robson Palermo as being a tremendous mentor, helping him with his riding style as well as the general disciplines of the sport. Whitehorse likes to stay bull-riding ready by working out frequently. He enjoys exercises that focus on using his own body weight and strengthening along with balance and flexibility. Before PBR events he can be seen stoically putting himself through a battery of mental and physical exercises. When Whitehorse is not competing, he is either fishing, hanging out with friends and family or training for bull riding. He truly enjoys his sport and all the work he does to ensure he is constantly improving. He says the challenge bull riding gives is incredible. The “world’s original extreme sport” is a multitude of different abilities and to be able to control that is motivating for the young rider.

**CAREER HIGHLIGHTS**

**2019**
• Rode as a part of the all Native American Team USA Wolves at the inaugural Global Cup USA, finishing third

**2018**
• Competed as the alternate for Team USA at the Sydney leg of the Global Cup  
• Finished a career-high No. 19 in the world, earning the Rookie of the Year title

**2016**
• Won two Pendleton Whisky Velocity Tour events, in Trenton N.J. and Salt Lake City
As young boys, Cliff and his brothers Tim and Lachlan were inspired by their bull-riding uncle. The Australian cowboy got his PBR career started in 2011, riding at the Touring Pro Division (TPD) level in his home country. It wasn’t until 2013 that Cliff made the jump to compete in the United States. During the 2013 season, Richardson split time at events in the US, Canada and Australia, and was able to record Top 5 finishes in all three countries. Spending the next few years exclusively on the Australian circuit, Richardson was chosen in 2017 to represent his home colors as a part of Team Australia at the inaugural Global Cup in Edmonton, Alberta, Canada.

After the 2013 season Richardson wouldn’t resurface in US competition until 2018. That year the Aussie got his first taste of Unleash The Beast (UTB) competition. Qualifying for the late season Springfield, Missouri, UTB stop, Richardson stayed in the US for almost two months, recording a Top 5 finish at the Pendleton, Oregon, TPD stop. A second UTB appearance for Richardson came in Atlantic City before he returned to Australia. As the top Australian in the World Standings, Richardson received a bid to the 2018 Velocity Tour finals, but was unable to place in the event. The season also saw Richardson ride to defend his home dirt at Global Cup Sydney. Cliff turned in a perfect 2-for-2 performance, but a Brazilian comeback turned into a second-place finish for Team Australia.

Cliff returned to the US in 2019, starting his season riding at the Pendleton Whisky Velocity Tour (PWVT) stop in Knoxville, Tennessee. Following that event Richardson became a three-time Team Australia selection, riding at the inaugural Global Cup USA in Arlington, Texas. After a disappointing finish for Team Australia, Richardson returned to his home country until November, when he qualified for his first PBR World Finals. Returning to Las Vegas for the first time since 2018, Richardson went 2-for-6 on the dirt inside T-Mobile Arena, finishing 14th in the event. The conclusion of the season saw Richardson sitting at the No. 34 spot in the world rankings.
CAREER HIGHLIGHTS

2019
• Rode in his first PBR World Finals, finishing 14th at the event
• Became a three-time member of Team Australia, riding in the inaugural Global Cup USA
• Finished the Year a career-high No. 34 in the world standings

2018
• Finished a career-high No. 2 in the PBR Australia rankings
• Qualified for his first UTB event in Springfield, Missouri
• Rode in his first Velocity Tour Finals in Las Vegas
• Competed as part of the runner-up Team Australia at Global Cup Australia

2017
• Rode as a part of Team Australia at the inaugural Global Cup Canada

2013
• Saw his first foreign competition, riding in both the United States and Canada

2011
• Rode in his first PBR event in Australia
Michael Lane was first drawn to the western lifestyle by his bull-riding brother-in-law. When he was four years old, Michael noticed that riding sheep was how kids got started, mentioning that 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.

Lane rode in his first PBR event in 2008 at the Touring Pro Division (TPD) level, but didn’t make his Unleash The Beast debut until March 2013 when he rode in 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 on the TPD in Columbus, Georgia, Lane won his first event one week later, also on the TPD, 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. Recording what remains the high-marked ride of his Unleash The Beast career, an 88-point trip on Gentleman Jim, Lane finish fourth. He was a near tour-regular following the summer break and made his World Finals debut that November finishing 19th. 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 an event victory on both the Velocity Tour in Des Moines, Iowa, and on the Canadian Monster Energy Tour 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 came to a close. Gritting through the pain, Lane rode at his third career World Finals and concluded the year a career-best No. 35 in the world.

Lane says that he is friends with everyone on tour, but over the years he and fellow North Carolina resident Gage Gay have become more like brothers. Lane trains for events by mountain biking and riding his drop barrel, while also doing hot yoga and cryotherapy as part of his recovery process. He looks up to two-time PBR World Champion J.B. Mauney, adding it’s because he is one of the best there’s ever been and he’s close to where he’s from, so he grew up watching the two-time World Champion ride. 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, Michael 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.
CAREER HIGHLIGHTS

2019
• Finished the year ranked a career-best No. 35 in the world

2015
• Qualified for his first PBR World Finals

2013
• Won his first PBR event in Rainsville, Alabama on the Touring Pro Division
• Made his Unleash The Beast debut in Albuquerque, New Mexico

2008
• Made his PBR debut on the Touring Pro Division in March in Syracuse, New York
Since the age of 2, Brady Fielder has been working towards his dream of becoming a professional bull rider, climbing aboard any creature with four legs and not letting a nearly catastrophic injury stand in his way. When he was 16, Fielder has his chest stomped on, resulting in a punctured lung and an air pocket that moved behind his eye and ruptured, causing him to be permanently blind in one eye. He continued to ride.

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.

Fielder began to leave his mark in the PBR in 2019, making his league debut at the Monster Energy Tour event in Adelaide. Delivering a near flawless 2-for-3 performance, the young gun finished third. He 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. 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 wasnamed Australia’s 2019 Rookie of the Year.

A true Aussie cowboy, Fielder spends his days working on cattle stations, which he attributes to keeping him in shape, saying “there isn’t any take out in the bush.” When not competing, Fielder likes to get in a game of “footy ball,” or soccer, with the local teams. He is also left-handed in everything but bull riding. In preparation for an out, he attempts to be as relaxed as possible, to conserve his energy. Since joining the PBR, Fielder has made friends with two-time PBR Australia champion Aaron Kleier and travels with him.
CAREER HIGHLIGHTS

2019

• Made his PBR debut in December on home soil in Adelaide
• Won his first event in February in Marrabell
• Made his Unleash The Beast debut in July at the Last Cowboy Standing Major
• Qualified for his career-first PBR World Finals
• Finished No. 3 in Australia, crowned the 2019 PBR Australia Rookie of the Year
• Rode for fourth-place Team Australia at the inaugural Global Cup USA
Cannon Cravens began his career as a mini bull rider on the Chris Shivers Mini Bull Riding circuit, displaying his natural aptitude for the sport from a young age. The son of an amateur bull rider, Cravens' future success was forecasted by his father who said from the day his son was born that he was destined to be a top rider in the discipline. During his childhood, in addition to being a six-time youth bull riding champion, Cravens also won several awards in the National Junior Bull Riding Association.

Making his PBR debut on the Touring Pro Division in May 2018 in Shipshewana, Indiana, Cravens quickly climbed the ranks. Four short months later the Okie won his way onto the elite PBR Unleash The Beast after capturing the first event win of his career on the Pendleton Whisky Velocity Tour in Huntington, West Virginia. The next weekend, during his elite tour debut, Cravens made sure everyone inside and who tuned into the event at Greensboro Coliseum knew his name. Winning the first two rounds of the Tar Heel State event, Cravens finished second, surging from No. 51 to No. 37 in the world. His breakthrough season concluded when Cravens made his World Finals debut in Round 4 as an alternate.

Entering the 2019 season, Cravens was poised to have an impact. Starting off the year hot, he finished third at the season-launch Major in New York City, and second at the subsequent Major in Los Angeles in February. A top contender for the year’s Rookie of the Year honor, Cravens’ season came to a crashing halt when he broke his leg on June 22 while competing on the Touring Pro Division in Vinita, Oklahoma. He was sidelined the remainder of the year. While Cravens’ season may have concluded differently than anticipated, he did make his Global Cup debut as a member of the all Native American Team USA Wolves. Cravens, a member of the Cherokee nation, went 1-for-3 in the nation’s third-place campaign.

Cravens spends most of his time with his cousin and traveling partner, Mason Taylor. The two young guns enjoy listening to old school country during the long drives between events. They also spend free time roping and attempting practice bulls. One place that Cravens likes to practice is at former bull rider turned stock contractor, L.J. Jenkins’ Oklahoma ranch. He credits Jenkins as being a true mentor that has helped him adjust to riding the much bigger and stronger bovines that are at the top level. Cravens also credits both Cody Custer and J.B. Mauney as two riders he looks up to and uses them as examples to hone his skills and riding style. In 2019, Cravens and his girlfriend Taylor welcomed their first child, son Rydin Kash Cravens.

**CAREER HIGHLIGHTS**

**2019**
- Made his Global Cup debut as a member of Team USA Wolves, going 1-for-3 to help the nation finish third

**2018**
- Won the Huntington, West Virginia Pendleton Whisky Velocity Tour event
- Made his Unleash The Beast debut in Greensboro, North Carolina, winning the opening two rounds
For Dylan Smith, the renowned movie 8 Seconds had a lasting impression. Captivated by the life story of legendary rider Lane Frost at age six, Smith instantly knew he wanted to be a bull rider. Not too long after, Smith’s family located a place he could begin to attempt to ride sheep. Now in 2020, Smith is one of the PBR’s top up-and-coming talents.

The Virginia native began riding bulls competitively in high school. Despite sustaining an injury that required reconstructive surgery on his cheekbone and eye socket at age 15, Smith was not deterred. In 2018, as soon as he turned 18, Smith made his PBR debut, first competing at the Touring Pro Division (TPD) stop in Elmira, New York. After a runner-up finish in Chattanooga, Tennessee at the Volunteer State event hosted by veteran rider Sean Willingham, Smith would first taste victory in Columbus, Ohio, winning the annual event held in conjunction with American Quarter Horse Congress.

Fueled by the initial success, Smith began the 2019 season in electric fashion. At just the fourth Pendleton Whisky Velocity Tour (PWVT) event of his career, he won the event in Knoxville, Tennessee. Two weeks later, he made his debut on the elite Unleash The Beast in St. Louis, while the subsequent week he was riding at the first Major of his career during PBR’s debut inside the STAPLES Center in Los Angeles. Returning to the PWVT, Smith used a third-place result in Hampton, Virginia, to make his time away from the premier series short lived. He next rode on the Unleash The Beast during early March’s stop in Duluth, Georgia. There he reached the 8-second whistle for the first time on the premier series, an 85.25-point trip on Cackalacky, to finish 20th. A near mainstay on the tour the remainder of the season, Smith finished a career-best fourth in Anaheim, California in early September. He made his World Finals debut in November, competing the entire event as an alternate after finishing the regular-season No. 37 in the world. Smith then shined inside T-Mobile Arena. After nearly covering eventual 2019 YETI PBR World Champion Bull Smooth Operator in Round 2, bested in a heart-breaking 6.99 seconds, Smith covered Spotted Snake for a career-high 89.5 points. Concluding the event 18th, Smith finished 2019 No. 38 in the world.

When not in the arena Smith stays ready by working out daily, riding his BuckRite and maintaining a healthy diet. When not focused on those 8 seconds on the dirt that captivated him since the age of six, he enjoys hiking, snowboarding and riding dirt bikes. Even though he rides with his right hand, Smith is actually left-handed.
CAREER HIGHLIGHTS

2019
• Won his career-first Pendleton Whisky Velocity Tour event in Knoxville, Tennessee
• Made his Unleash The Beast debut in mid-February in St. Louis
• Competed at his career-first World Finals, going 1-for-5
• Finished the year ranked a career-high No. 38 in the world

2018
• Made his PBR debut in April in Elmira, New York
• Won his first PBR event in October at the Touring Pro Division event in Columbus, Ohio
Growing up on his family's ranch of more than 1,000 acres in Maple Creek, Saskatchewan, Canada, it's of little surprise that Jared Parsonage is now a professional bull rider. Parsonage got on his first steer at age 11 and his first bull at 15, motivated by his love of the sport and the challenge it presented. In 2014, he made his PBR debut on Canadian soil, competing at two Touring Pro Division (TPD) stops in Calgary and North Battleford, Saskatchewan. It didn’t take long for the tall Canadian’s natural talents for the sport to shine, qualifying for his first PBR Canada Finals in 2015 after having a breakthrough season. Winning the first event of his career on the TPD in Ponoka, Alberta, he logged five additional Top-10 efforts, including a fifth-place finish at the national Finals, before finishing the season No. 15 in Canada.

In the years since, Parsonage continued to improve, with 2019 marking a banner year for the Canuck. On home soil, Parsonage held the nation's No. 1 ranking for the majority of the season. He first ascended to the top spot after winning the first-ever Canadian Monster Energy Tour event in Lethbridge, Alberta in early March. Following a back-and-forth battle with friend Jordan Hansen throughout the spring, the then 26-year-old reassumed the No.1 position following his second Monster Energy Tour event win of 2019, in Halifax, Nova Scotia on June 1. While Dakota Buttar briefly surpassed him in September on the heels of a strong summer run, Parsonage used back-to-back fifth-place efforts on the Monster Energy Tour in Abbotsford, British Columbia, and Edmonton, Alberta, to conclude the regular-season as the top rider in Canada. While he was unable to capture his first PBR Canada Championship, he finished the season a career-best No. 3 in Canada. Regarded as one of the nation’s most consistent riders, Parsonage, who has a deep appreciation for the role stats play in the sport, went 38-for-66 (57.58%) on home soil in 2019, recording two event wins and an additional 14 Top-5 finishes.

The Saskatchewan man’s success on home soil also propelled him to glory stateside on the elite Unleash The Beast. He made his premier series debut in January in Glendale, Arizona, and rode in two additional regular-season events, Anaheim and Fairfax, before making his World Finals debut as an alternate. Once inside T-Mobile Arena in Las Vegas, Parsonage wowed, going an impressive 4-for-6 to finish eighth in the aggregate.

In addition to his individual success, Parsonage is a three-time select to Team Canada for the PBR Global Cup. In 2018 he made his debut on the national team for the first-ever edition of the event in Australia. Going a perfect 3-for-3, Parsonage was integral in the nation’s third-place finish. Once again drafted to the team for the inaugural Global Cup on U.S. soil in February 2019 in Arlington, Texas, Parsonage is poised to return to Team Canada for the next edition of the event in February 2020 in the United States.
In a professional career of more than seven years, Parsonage says the toughest moments have come when he has had to overcome injuries, but a strong desire to win has pushed him through. He says that one of his favorite parts of competing is the people he meets and places his event schedule takes him. Parsonage currently lives on his family’s ranch, which they’ve had for more than 100 years. There he does all of his training, and helps out whenever he is not on the road competing. When Parsonage, who is engaged to his girlfriend Tulsa, decides to retire, he plans to ranch the family land. When not riding or training, Parsonage’s hobbies include hunting, ranching and roping. He also likes volunteering within his community when time allows. Parsonage attended Weatherford College in Texas where he earned his Associates Degree in science.

**CAREER HIGHLIGHTS**

**2019**

- Rode for sixth-place Team Canada at the Global Cup USA
- Made his elite Unleash The Beast debut in Glendale, Arizona
- Finished a career-high No. 3 in Canada after leading the national standings the majority of the season
- Made his World Finals debut as an alternate where he went 4-for-6 to finish eighth in the aggregate

**2018**

- Made his World Finals debut as an alternate where he went 4-for-6 to finish eighth in the aggregate

**2015**

- Won his career-first event in Ponoka, Alberta on the Canadian Touring Pro Division

**2014**

- Made his PBR debut on the Touring Pro Division in Calgary, Alberta
While Scottie Knapp says he could have been a professional skateboarder, he is now one of the top bull riders in the world. The New Mexico man got his start at the age of 3 riding sheep, learning from his father, Scott, who was a bull rider. Coming from a large family, with five brothers and sisters, Knapp points to his dad as his inspiration, competing side-by-side, in mutton bustin’ and bull riding, respectively, as they entered the same rodeos. As Knapp grew up and progressed towards making his professional debut, he competed in junior and open rodeos across the country, including a year in the New Mexico High School Rodeo Association.

Knapp made his PBR debut at 19, competing on the Touring Pro Division (TPD) in January 2009 in Wichita, Kansas. At this point he started his pre-event tradition of eating breakfast at Cracker Barrel, and reading his bible and praying. After winning two events in 2009, his stellar TPD performance in 2010 earned him a regional qualifier position at the 2010 World Finals, the first of his career. While Knapp returned to the premier series in 2014, riding in three events, he continued to battle on the TPD and Pendleton Whisky Velocity Tour before finding great success in 2019.

Knapp recorded three Top-10 finishes across all levels of competition to start the 2019 season, winning his first Pendleton Whisky Velocity Tour event in February in Grand Rapids, Michigan. He subsequently earned a berth to the elite Unleash The Beast in March in Duluth, Georgia. While he made one appearance on the premier series prior, in St. Louis, Missouri as the No. 30-ranked rider in the world, Knapp shined in the Peach State, finishing fourth to climb from No. 43 to No. 25 in the world. He hovered around the cutline the remainder of the season, and his season culminated with his second trip to the PBR World Finals. Battling a shoulder injury, he finished the season a career-high No. 40 in the world.

No matter his ranking, Knapp is sure to always give the glory to God, a constant driving force in his career and life. He also volunteers with Fellowship of Christian Cowboys, Fellowship of Christian Athletes and the Western Sports Foundation. To stay ready for each event, Knapp invests his time in High Intensity Interval Training (HIIT) and boxing. He points to cage fighting as his favorite sport; if he could e anyone else in the world, he says it would be Evander Holyfield. His daughter, Auburn is following in her father’s footsteps, already learning western sports as a barrel racer.

CAREER HIGHLIGHTS

2019
- Concluded the season a career-best No. 40 in the world

2010
- Competed in his first PBR World Finals as a TPD regional qualifier

2009
- Competed in his first PBR events at the TPD level, earning two wins
A second generation cowboy, Colten Jesse’s career began at the age of three when he climbed aboard his first four-legged opponent. Following in the footsteps of his father Todd, Jesse progressed through the ranks of sheep, calves, steers and junior bulls before making his professional debut in 2015 at the age of 18. Promptly purchasing both his PBR and PRCA cards, Jesse travelled in the company of fellow Okie Brennon Eldred as they worked to climb the world ranks.

In 2017 Jesse made his PBR debut in August at the Pendleton Whisky Velocity Tour’s (PWVT) event in Salinas, California. While the young Oklahoman was shut out, bucked off by Uncle Fester in 5.63 seconds, it didn’t take him long to prove he was one of the sport’s top up-and-coming talents. Three weeks later, Jesse recorded his first 8-second effort in PBR competition and won his first event, on the Velocity Tour in Allentown, Pennsylvania. The win propelled Jesse to his elite tour debut the very next weekend in Uniondale, New York. While Jesse made one additional appearance on the premier Unleash The Beast in 2017, concluding the year No. 64 in the world, he became a regular in 2018. Earning another PWVT win, this time in Grand Rapids, Michigan in February, Jesse returned to the premier series later that month. He had a breakthrough performance at his third Unleash The Beast event of the 2018 season, finishing 10th at the Iron Cowboy Major event, solidifying his place on tour in early Spring. Fast forward to August 2018, and yet another crucial performance at a Major helped him all but punch his ticket to the first World Finals of his career when he finished 3rd at the Music City Knockout in Nashville. A top contender for the season’s Rookie of the Year title, Jesse concluded the year a career-best No. 22 in the world after finishing 24th at the 2018 PBR World Finals.

After a meteoric rise in 2018, Jesse was poised to gain more ground in 2019. As the season progressed, he continued to etch his name in the PBR record books. From the Potawatomi Nation, in February, Jesse competed as a member of the all Native American Team USA Wolves at the inaugural PBR Global Cup USA. The very next weekend, the Oklahoma cowboy finished second at the Mason Lowe Memorial in St. Louis marking his career-best finish on the elite tour. His season, however, soon came to a crashing halt. Sustaining a shoulder at the Ty Murray Invitational in Albuquerque in May, Jesse was sidelined the remainder of the regular-season after undergoing surgery. The resilient cowboy, however, returned in 2019, competing at the World Finals as an alternate. He finished the season No. 41 in the world.

Outside of the arena, the soft-spoken Jesse is known for his musical talents, both singing and playing guitar. When not on tour, Jesse spends time doing ranch work around his hometown.
CAREER HIGHLIGHTS

2019
• Competed as a member of third-place Team USA Wolves at the PBR Global Cup USA
• Finished a career-best second on the Unleash The Beast in St. Louis

2018
• Finished a career-best third at a PBR Major in Nashville
• Qualified for his career-first PBR World Finals concluding the year a career-high No. 22 in the world

2017
• Made his PBR debut in Salinas, California at the Pendleton Whisky Velocity Tour stop in August
• Won the first event of his career at the PWVT event in Allentown, Pennsylvania Velocity Tour in mid-September
• Made his Unleash The Beast debut in September in Uniondale, New York
It comes as little surprise that Junio Quaresima made his way to bull riding through soccer, regarded as the national sport in his native Brazil. At age 16 the Meridiano native was spending his days drenched in sweat, attempting to make the cut for the U20 Mirassol squad in Sao Paulo. But the young boy really dreamed of taking his action to the dirt at the nearby rodeo grounds. One day after soccer practice, Quaresima snuck into the bucking chutes where a group of bull riders were showcasing their craft. A bullfighter offered the teenager a chance to get on a young bull, and from there he was hooked. Later that year, Quaresima declined a tryout with Mirassol, instead, opting to pursue professional career in bull riding.

Quaresima made his PBR debut in 2015 in Brazil, finishing ninth at the Touring Pro Division event in São José do Rio Pardo. It wasn’t long until Quaresima experienced his first win, at the third event of his career in Mineiros. After riding in his home country for the entirety of the 2016 and 2017 season, Quaresima travelled abroad to take his career to the next level, following in the footsteps of his idols Adriano Moraes and Silvano Alves. After a four-event stint in Australia, where he finished third at the Tamworth Invitational, Quaresima made his American debut in Fort Worth, Texas on January 5. Competing on both the Touring Pro Division and Pendleton Whisky Velocity Tour (PWVT), Quaresima noted his first win on U.S. soil in April. Going 2-for-3, the Brazilian won the PWVT event in Roanoke, Virginia. Quaresima made his Unleash The Beast debut the next weekend, finishing 13th in Billings, Montana. Making one more appearance on the elite tour in 2018, riding at the Last Cowboy Standing Major, Quaresima finished No. 59 in the world. Making one more appearance on the elite tour in 2018, riding at the Last Cowboy Standing Major, Quaresima finished No. 59 in the world.

Continuing his climb up the ranks in 2019, Quaresima became a familiar face on the premier Unleash The Beast, riding at 18 regular-season events. His season was highlighted by four Top-10 efforts, led by a sixth-place finish in April in Columbus, Ohio. During his breakthrough season, exemplifying his grit, Quaresima suffered a fractured hip en route to his PWVT victory in Edinburg, Texas in February. His season concluded with his career-first appearance at the PBR World Finals when he began competing as an alternate in Round 2. In Round 2, Quaresima made the 8 on his first draw at the most prestigious event in bull riding, covering Ain’t Easy Being Me for 87 points. Finishing 19th at the event, he concluded the year a career-best No. 42 in the world.

**CAREER HIGHLIGHTS**

**2019**
- Made his World Finals debut as an alternate in Round 2
- Finished the year a career-high No. 42 in the world

**2018**
- Won his career-first PBR event on the Velocity Tour in Roanoke, Virginia
- Made his Unleash The Beast debut in Billings, Montana, finishing 13th

**2015**
- Made his PBR debut in São José do Rio Pardo
Growing up a farm kid, Kurt Shephard has been around livestock of all kinds, including cattle and horses, from a young age. As early as five, Shephard began climbing on top of the family’s calves while they were being branded. After winning a mechanical bull riding competition in Laura, North Queensland, at age 14, he decided to pursue the sport as a full-time career. After progressing through the ranks, Shephard began competing at senior-level bull ridings in 2012 and made his PBR debut on the Australia Touring Pro Division (TPD) level just one year later. In 2014, the Aussie travelled to the United States to compete in his first TPD in the northern hemisphere. After two successful seasons on the Pendleton Whisky Velocity Tour (PWVT) and Touring Pro Division, Shephard debuted on the elite Unleash The Beast in March 2016 in Duluth, Georgia. He made 10 additional appearances on the premier series that season, led by a fourth-place result in Billings, Montana and qualified for the PBR World Finals debut that November. Shephard concluded the year No. 40 in the world.

In 2017, Shephard fought his way back onto the PBR’s top tour; however, after just two events he ruptured his spleen in Oklahoma City while attempting to ride Cut the Cord. Sidelined for two months, he returned to action without missing a step. Two weeks after his return, he strung together back-to-back runner up finishes on the PWVT and TPD. Making brief returns to the Unleash The Beast throughout the year, Shephard competed both in the United States, Canada and Australia, where he was victorious in Cairns, before finishing the season No. 43 in the world. That season, Shephard was also selected as one of seven riders to compete as part of Team Australia at the inaugural Global Cup in Edmonton, Alberta, Canada, contributing two qualified rides to his home nation’s fourth place finish. Following a less-than-stellar 2018 season, Shephard rebounded in 2019, once again finishing No. 43 in the world. He was again chosen to ride for Team Australia at the PBR Global Cup, where the nation finished fourth, and returned to the elite Unleash The Beast for the first time since February 2018.

When he’s not in Australia, Shephard resides in Fort Worth, Texas with three of his bull riding countrymen. He stays competition ready by working hard throughout the week – hitting the gym and getting on his drop barrel and practice bulls. Shephard believes that a strong mental state is key to success, always trying to think positive. All of this Australian’s efforts are directed at qualifying for the PBR World Finals.
CAREER HIGHLIGHTS

2019
- Rode for fourth place Team Australia at the Global Cup USA

2017
- Rode for fourth place Team Australia at the inaugural Global Cup in Edmonton, Alberta, Canada

2016
- Made his Unleash The Beast debut in Duluth, Georgia in March finishing 13th
- Logged his career-best elite tour finish in Billings, Montana where he was fourth
- Competed at his first career World Finals
The latest of the Brazilian star bull riders to storm onto U.S. dirt, Leandro Machado took a page right out of the book of World Championship contender Jose Vitor Leme. The 22-year-old arrived in Las Vegas as the Brazilian Qualifier for the Pendleton Whisky Velocity Tour (PWVT) Finals, having never before competed in the United States. Then ranked No. 60 in the world, Machado went 1-for-2, including an 86.5-point ride aboard Hot Spots, his first draw on American soil, to conclude the season-culminating event for the league’s expansion series tenth. As the top finishing international invite, Machado earned a berth to the most prestigious event in bull riding – the PBR World Finals.

Once inside T-Mobile Arena, Machado’s momentum continued. In Round 1, he rode Uncle Gangster for 87.25 points to conclude the opening round sixth and earn $3,000 and 50 world points. Just like Leme, his debut out was an 86-point ride on Opus, which left him eighth overall and elevated him from No. 62 to No. 58 in the world. Despite buckoffs in Round 2 and 3, Machado again reached the 8-second whistle in the fourth round in covering El Big Bad for a massive 92.75 points. The score was the second best of the round and earned him 180 world points and a check for $20,000. Then, injury struck. In Round 5, after being bucked off by Nailed in a close 5.26 seconds, Machado was stepped on, sustaining three broken ribs and a collapsed lung. The injury ended his World Finals event and his season. Finishing 11th at the World Finals, Machado concluded the year a career-best No. 45. Despite not being able to contend for Brazilian title, a race he led at the conclusion of the regular-season, Machado earned one event win and three additional Top-10 efforts on home soil in 2019.

To Brazilians, Machado’s success was no surprise. The young-gun got his start in PBR competition during the 2018 season in Brazil, where won two of his first three entries in PBR competition.

**CAREER HIGHLIGHTS**

**2019**
- Competed at his first PBR World Finals, where he was 11th, as the top-finishing international invite from the Velocity Tour Finals
- Finished a career-best No. 45 in the world standings

**2018**
- Made his PBR debut in Cuiaba, Brazil
- Won his career-first event in Sao Jose do Rio Pardo
Australian Lawson Nobbs is one of the most recent cowboys from the southern hemisphere to burst onto the PBR scene. Getting his start in 2015 riding at Australian Touring Pro Division (TPD) events, Nobbs has climbed the world rankings each year since, finishing a career-high No. 46 in 2019.

In 2016, Nobbs made his American debut, riding at three TPD’s in Texas. After competing in both Australia and Canada in 2017, Nobbs returned to the United States in 2018, with his season highlighted by his Unleash The Beast debut in Billings, Montana. In 2019, the Aussie young gun continued to reach new heights. Following an early win on the Touring Pro Division in Texarkana, Arkansas in February, Nobbs notched his first Pendleton Whisky Velocity Tour win in early March in Bangor, Maine. As a result, the Queensland man returned to the elite Unleash The Beast at the end of the month, finishing eleventh in Tacoma, Washington. He earned his first qualified ride on the premier series inside the Tacoma Dome when he covered Cowah-Bunga for 85.5 points. After a strong summer and fall season competing in Australia, where he logged two event wins, Nobbs returned to the United States to ride at the Pendleton Whisky Velocity Tour Finals. While he was unable to crack inside the Top 35, he made his World Finals debut as an alternate in Round 3. Rising to the opportunity, Nobbs made the whistle at the most prestigious event in bull riding when he covered Ain’t Easy Being Me for 87.25 points in Round 5. Following his 22nd place finish at the PBR World Finals, Nobbs returned home for the 2019 PBR Australia Grand Finals where he was 10th.

CAREER HIGHLIGHTS

2019
- Made his World Finals debut as an alternate in Round 3
- Finished a career-high No. 46 in the world

2017
- Made his Unleash The Beast debut in Billings, Montana
CODY HEFFERNAN

WORLD FINALS APPEARANCES  1
HOMETOWN           SINGLETON, AUSTRALIA
RESIDENCE           SINGLETON, AUSTRALIA
HEIGHT            5’7”
WEIGHT          150
BORN    11/17/89
RIDING HAND       RIGHT
CAREER EARNINGS   $157,638.62*
HIGH-MARKED RIDE   86.25 POINTS ON WASTED WAGES IN LAS VEGAS, ON MAY 22, 2015
AWARDS
• 2019 PBR GLOBAL CUP USA QUALIFIER – TEAM AUSTRALIA
• 2018 PBR GLOBAL CUP AUSTRALIA QUALIFIER – TEAM AUSTRALIA
• 2016 PBR AUSTRALIA CHAMPION

PBR is a global sport, and Cody Heffernan, a PBR veteran for more than 10 years, is truly a global bull rider. The Australian made his PBR debut in 2009, in his home country, and since has ridden in three countries (Australia, Canada and the United States) on two continents. Getting his start at age 4, Heffernan was taught by his older brother Craig, both of whom were inspired by the American movie 8 Seconds. It wasn't always bull riding, however, for Heffernan; he was a force on the rugby pitch growing up and competed in equine sports as a teenager.

Heffernan made his PBR debut in 2008, winning his first event the subsequent season in Rockhampton, Queensland. Following four season on home soil, Heffernan made the long journey to the United States, competing exclusively on the American Touring Pro Division in 2012. Remaining in North America in 2013, Heffernan split his time between the United States and Australia in 2014, before his breakthrough season got underway in 2015. Notching two wins in Australia, Heffernan made his Unleash The Beast debut in May, finishing 13th at the Last Cowboy Standing in Las Vegas. His numerous career-best finishes from 2015, including world rank (No. 43) and Australia rank (No. 4), were only heightened in 2016. Heffernan won six events in Australia and captured the 2016 PBR Australia Championship, finishing 220 points in front of No. 2 Lachlan Richardson following a hard-fought battle for the national title. The New South Wales native also competed at 14 regular-season Unleash The Beast events, riding to a career-best 11th-place result in Chicago and delivering a fourth-place finish at the 15/15 Bucking Battle in Anaheim. He made his World Finals debut that November and finished No. 38 in the world, which remains his career-best finish.

In 2018, Heffernan reached another career milestone: he was selected to represent his home country at the first-ever PBR Global Cup on Australian soil. He added one score to the nation’s hard-fought battle to retain home soil, finishing a heartbreaking 0.75 points behind event-winning Team Brazil. He returned to the team in 2019 for the inaugural Global Cup on U.S. soil, again adding one score to fourth-place result by the Aussies at AT&T Stadium in Arlington, Texas. Apart from his participation on Team Australia, Heffernan won four events on home soil, to finish the year No. 6 in Australia and No. 47 in the world.

When not competing, Heffernan is the quintessential uncle, attending soccer games, concerts, award ceremonies, even bucking mini bulls for his nieces and nephews. Heffernan also owns his own bucking bulls, which keep him busy on the home front.
CAREER HIGHLIGHTS

2019
• Rode for fourth-place Team Australia at the first-ever PBR Global USA

2018
• Rode for runner-up Team Australia at the Global Cup in Sydney

2016
• Crowned the PBR Australia Champion after winning six events
• Made his World Finals debut
• Finished a career-high No. 38 in the world

2015
• Made his Unleash The Beast debut at Last Cowboy Standing in Las Vegas where he was 13th

2009
• Made his PBR debut in Australia, finishing sixth
While growing up, Lachlan Richardson looked to his bull-riding uncle as inspiration, opting to pursue a professional career in the sport alongside his three brothers, Tim, Cliff and Eric. The Australian rider began his career with the PBR competing at Touring Pro Division (TPD) events in Australia in 2012, then traveled to North America to begin competing at U.S. and Canadian events in February. In April, Richardson earned the opportunity to compete at his first elite series event in Uncasville, Connecticut. Just 18 years old at the time, Richardson won his debut event.

Qualifying for the World Finals in seven of his eight years, Richardson’s career-best season came in 2016. He finished a career-high No. 16 in the world standings and set personal bests for qualified rides (20), riding percentage (23.53%), outs (85) and events attended (27). He also won his first 15/15 Bucking Battle in Thackerville, Oklahoma. The win came compliments of his first-ever 90-point ride on the elite tour, riding the previously unridden Seven Dust for 92.25 points. Richardson dedicated his performance to childhood friend and Australia rodeo star, Blake Hallam, who had recently passed away from a car accident. While 2016 should have ended in celebration for Richardson, at the season’s end, he was facing a six-month recovery after completely tearing the bicep in his riding arm during Round 5 of the World Finals. Richardson returned to Australia for surgery, and helped out around the family farm once cleared for activity.

Following his recovery, Richardson returned to competition in his home nation, riding at the Touring Pro Division in Rockhampton, before travelling to the northern hemisphere for what would be an incredible summer 2017 campaign in both the United States and Canada. Unranked on May 20, Richardson climbed to No. 40 in the world in fewer than three months’ time, recording three event wins along with seven additional Top 10 efforts. Returning to the Unleash The Beast in Tulsa, Oklahoma, Richardson remained on tour the remainder of the season, earning two sixth place efforts, in Nampa, Idaho and San Jose, California, before qualifying for his sixth PBR World Finals. Richardson’s 2017 season concluded in Edmonton, Alberta, Canada, competing for fourth-place Team Australia at the inaugural PBR Global Cup.

Wasting little time, Richardson launched his 2018 season on home soil, riding at three Australian events, before returning stateside to ride on the elite Unleash The Beast. Battling the cutline throughout the first half, Richardson once again used a strong summer campaign to return to the premier series as a near permanent rider in the second half. Qualifying for his eighth consecutive PBR World Finals, Richardson finished 14th at the season-culminating event to conclude the year No. 24 in the
world. During the season, Richardson nearly etched his name in the PBR record books as the first Australian to win the PBR Canada Championship. Earning two event wins and 14 additional Top-10 efforts during the regular-season, Richardson entered the 2018 PBR Canada Finals No. 1 in the nation. However, he was not able to fend off the strong talent from Canada, finishing No. 3 in the national standings. In 2018, Richardson also rode for runner-up Team Australia at the Global Cup in Sydney.

In 2019, Richardson competed nearly exclusively in Australia. Seeking his first national championship in his home country, he logged 14 Top-10 efforts before winning the 2019 PBR Australia Finals. Despite the valiant effort, however, the Gresford man finished No. 2 in the national standings, 402.5 points behind 2019 Champion Aaron Kleier. Marking one of just handful of events for Richardson away from Australia, he made his third appearance for Team Australia at the Global Cup, this time helping the nation to a fourth place result in Arlington, Texas.

To stay in shape, Richardson tries to work out every day and loves the P90X program. Even though he says he isn't afraid to get on and attempt to ride his 2,000-pound opponents, the Australian bull rider is petrified of roller coasters. When competing exclusively in the United States, he stays in Weatherford, Texas. In 2019, Richardson married his longtime girlfriend Georgia.

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**CAREER HIGHLIGHTS**

**2019**
- Competed for fourth-place Team Australia at the PBR Global Cup USA

**2018**
- Rode for runner-up Team Australia at the Global Cup in Sydney

**2017**
- Competed for the fourth place Team Australia at the inaugural Global Cup

**2016**
- Earned the highest-marked ride and first 90-point ride of his elite tour career covering Seven Dust for 92.25 points in Thackerville, Oklahoma, winning the 15/15 Bucking Battle
- Finished a career-high No. 16 in the world

**2012**
- Won his debut elite series event in Uncasville, Connecticut, riding his first four bulls, including a first-place finish in the Championship Round with 89.5 points on Jack Daniel's After Party
Today, he gets on top of 1,800-pound bulls bred to buck but Shay Marks started with horses. Growing up in a family with a rich background in the sport of rodeo, Marks, alongside older brother Kale, also a bull rider, would frequently help train race horses, while also working on the family’s farm. In 2013, the Albertan made his PBR debut, competing on the Canadian Touring Pro Division in Fort St. John, British Columbia. While he rode at just the one event that season, going 0-for-2, Marks returned with newfound momentum in 2014. At just his second event of the new season, and third of his PBR career, Marks won the Canadian TPD in Marwayne, Alberta. As a result, Marks was propelled to the elite Unleash The Beast the next weekend, making his premier series debut in Billings, Montana. Upon returning to his home nation, he earned four additional Top-5 finishes prior to qualifying for the first PBR Canada Finals of his career.

Inspired by his brief trip stateside in 2014, Marks again ventured south of the 49th parallel in 2015. His season was again marked by early victory with the Canuck winning the American TPD event in Kalispell, Montana. Recording two additional event wins throughout the year, Marks’ season was again punctuated with a trip to the Canadian Finals. New for Marks, however, was also a trip to Louisville, Kentucky to compete on the Pendleton Whisky Velocity Tour Finals. Following yet another successful season in 2016, injury struck Marks in 2017 when he was forced to the sidelines in early April due to reconstructive shoulder surgery. Marks was out for nearly two years, and finally returned PBR Competition in January 2019.

Marks won his first event back at the season-launch Monster Energy Tour event in Winnipeg, Manitoba in January, briefly garnering him the No. 1 position in the standings. In the months to follow, the Albertan logged 16 additional Top-10 efforts to finish the regular-season No. 3 in the nation. His momentous return garnered him one of the initial sections to Team Canada for the 2020 PBR Global Cup USA and also a return to the elite Unleash The Beast where he competed twice in Nashville, marking his career-first Major, and Greensboro. In yet another career-moment for the fast rising Canuck, Marks made his World Finals debut in 2019, competing in Round 4 and 5 as an alternate. Marks’ season concluded in Saskatoon, Saskatchewan for the PBR Canada Finals. Going 2-for-4 to finish ninth, he finished the year No. 4 in Canada.

**Career Highlights**

**2019**
- Made his World Finals debut as an alternate in Round 4

**2014**
- Won the first PBR event of his career in Marwayne, Alberta
- Made his elite Unleash The Beast debut in Billings, Montana

**2013**
- Made his PBR debut in Fort St. John, British Columbia on the Canadian Touring Pro Division

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**Shay Marks**

**World Finals Appearances** 1

**Hometown** Sunnybrook, Alberta, Canada

**Residence** Sunnybrook, Alberta, Canada

**Height** 5'9"

**Weight** 130

**Born** 12/18/95

**Riding Hand** Right

**Career Earnings** $60,712.57*

**Awards**
- 2020 Global Cup USA Qualifier – Team Canada

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@SHAYMARKS1
Missouri native Brady Sims is the first member of his family to become a bull rider. At age five, a friend asked Sims if he wanted to go to a mutton bustin’, and he’s been competing ever since. While Sims was always drawn to the western sports lifestyle, he still participated in football, basketball and track during high school. The son of a former Major League Baseball player for the Miami Marlins, Sims also played baseball, starting with t-ball until his sophomore year of high school.

Sims began riding at PBR events in 2012, competing at his first Unleash The Beast event that year in Thackerville, Oklahoma. Sims wasn’t a fixture on the elite tour until 2014, after finishing ninth in St. Louis, Missouri, and earning enough points to rank within the Top 35. He concluded his first season on the tour No. 24 in the world, finishing 12th at his first-ever World Finals. Sims once again qualified for the World Finals in 2015, concluding the year No.31 in the world, but battled through 2016 to remain on the elite tour. Sims began the 2017 season red hot, going a career-best 3-for-4 in Chicago, in January, finishing third, tied for the best performance of his career. His season, however, was cut short 10 events later when Swashbuckler stepped on and broke his left leg in Sioux Falls, South Dakota, relegating him to the sidelines to recover.

Competing sparingly in 2018, riding at just six events, a resurgent Sims blazed his way back to the elite tour in 2019. Finishing third at his first event of the season, riding on the Touring Pro Division in Rainsville, Alabama, it took Sims just two months until he returned to the top of the shark cage, winning the Pendleton Whisky Velocity Tour stop in Hampton, Virginia. The victory gave Sims a berth to the elite Unleash The Beast, making his return in Tacoma, Washington. Despite being shutout, Sims returned to the developmental tours where he recorded three additional event wins before earning alternate spots to some of the season’s final premier series events. Sims finished a season-best 10th in Minneapolis after riding The Lodge for 86.25 points. His season concluded at the World Finals where he made his third appearance in Round 5 as an alternate.

While most riders have activities they enjoy doing outside of bull riding, Sims claims that everything he does is rodeo or bull riding oriented somehow. His favorite food is mashed potatoes and you can find him enjoying that dish while at dinner with Ryan Dirteater, or any of his fellow riders. While he doesn’t have a set pattern before riding a bull, he says he tends to “talk a lot of smack and just jump on.”

### CAREER HIGHLIGHTS

**2014**

- Qualified for his first World Finals, finishing 12th at the event
- Concluded the year a career-high No. 25 in the world

**2012**

- Competed in his first premier series event in Thackerville, Oklahoma, finishing 20th

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**BRADY SIMS**

- **World Finals Appearances**: 3
- **Hometown**: Holt, Missouri
- **Residence**: Holt, Missouri
- **Height**: 5'9"
- **Weight**: 160
- **Born**: 9/3/93
- **Riding Hand**: Left
- **Career Earnings**: $284,073.83*
- **High-Marked Ride**: 88.25 points on Jared Allen’s Hot Iron in Des Moines, Iowa, on April 27, 2014

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*Earnings as of the end of the 2018 season.*
A third-generation cowboy, 2018 PBR World Champion Kaique Pacheco hails from a family of Brazilian bull riders, inspired by the careers of his father, uncle and both grandfathers. Pacheco got on his first bull at age 12, beginning his professional career in Brazil just a short time later at age 17. In addition to his family’s deep roots in the sport, Pacheco has known three-time PBR World Champion Adriano Moraes since he was 10 years old, attending the legend’s bull riding school while growing up. Since he was a young boy, Pacheco has also looked to 2002 World Champion Ednei Caminhas, 2008 World Champion Guilherme Marchi and three-time World Champion Silvano Alves as role models. 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 PBR Major in Nashville, he claimed the 2015 Rookie of the Year title and finished No. 2 in the world standings.

Pacheco continued his dominance in 2016, winning three events, including his second PBR Major, crowned the Last Cowboy Standing in Las Vegas, and finished 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. His season also included a selection to runner-up Team Brazil at the inaugural Global Cup.

In 2018, Pacheco was finally able to achieve his ultimate dream of being crowned a PBR World Champion. 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 the No. 1 ranked bull rider in the world. Once the elite tour returned from its annual summer break, Pacheco was seemingly unstoppable. Winning the Unleash The Beast events in Springfield, Missouri, Fairfax, Virginia and Milwaukee, Pacheco travelled to Las Vegas for his fourth career world finals with his largest lead, 1,535 points ahead of No. 2 Jose Vitor Leme. The Brazilian star, however, nearly had his dream derailed when he sustained a torn 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. Focused on his goal, Pacheco used a 2-for-5 performance inside T-Mobile Arena to remain atop the world standings, despite an impressive surge by both Leme and Cody Teel, to win the 2018 PBR World Championship. The standout 2018 season also included Pacheco’s dominant performance for event-winning Team Brazil at the
Global Cup in Sydney, Australia. Going a perfect 4-for-4, Pacheco not only led his team to international glory, but also won the event’s individual aggregate.

After more than three months of physical therapy for his knee injury, Pacheco triumphantly returned at the first-ever Global Cup on American soil. Rising to the occasion, Pacheco rode his first bull back, Taco Cat, for 83.5 points. His score was integral in Team Brazil claiming their second-straight championship. After representing his country, Pacheco went on to finish eighth at the Mason Lowe Memorial in St. Louis, his first Unleash The Beast (UTB) 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.

“I think that this is my gift,” Pacheco said during the Netflix docu-series “Fearless” which followed top Brazilian riders in PBR. “I was born to ride bulls. And I’m making my dream come true. It is important to me because it’s what I learned to do and what I love to do. I had to leave my family to make my dreams come true, which is being here.”

### CAREER HIGHLIGHTS

#### 2019
- Rode as a repeat Champions Team Brazil at the inaugural Global Cup USA

#### 2018
- Won the Major Last Cowboy Standing for a third consecutive year, a league best five regular-season event titles and a then PBR record three 15/15 Bucking Battles en route to being crowned the 2018 PBR World Champion
- Competed as a member of event winning Team Brazil at the Global Cup in Sydney where he also won the individual event aggregate

#### 2017
- Won the Major Last Cowboy Standing for a second consecutive year before finishing his third season on the elite tour No. 5 in the world
- Rode as part of Team Brazil at the inaugural Global Cup

#### 2015
- Crowned Rookie of the Year and finished second in the world standings, the highest a rookie has ever ranked at year’s end, after earning three event wins, including the PBR Major in Nashville, and logging the first 90-point ride of his premier series career in Tucson, Arizona, aboard Compact