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 eight 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 is 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 eight scores) will receive the following bonuses: 1st: $25,000, 2nd: $10,000, 3rd: $5,000.

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<th>YEAR</th>
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<td>2020</td>
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<td>DAKOTA Rodeo/JULIE ROSEN/CLAY STRUVE/CHAD BERGER</td>
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2020 YETI PBR WORLD CHAMPION BULL

SMOOTH OPERATOR

The race for the 2020 YETI PBR World Champion Bull title was as fierce as the cowboys' battle for the 2020 PBR World Championship. The season's dramatic bull title was decided by the final outs of the 2020 PBR World Finals. 10-year-old Smooth Operator completed his come-from-behind surge up the standings to be crowned the year's top bovine and defend his title, and in doing so, became the oldest bull to ever win back-to-back World Championships.

From 10-time Stock Contractor of the Year Chad Berger, Smooth Operator concluded the regular-season trailing Chiseled by 0.03 points, holding an astronomical 46.13-point world average. The bovine athlete won a league-best four YETI “Built for the Wild” Bull of the Event honors, recording the top marks in Chicago, Bismarck, North Dakota, Billings, Montana, and Des Moines, Iowa.

Within the nail-biter race, he entered World Finals with less than a point separating the Top 5 bovine athletes.

At the seventh PBR World Finals of his career, Smooth Operator shined brighter than the lights inside Arlington, Texas’ AT&T Stadium during his two trips at the 2020 PBR World Finals: Unleash The Beast.

In the event's opening round, Smooth Operator recorded a monstrous 46-point score for his 3.57-second dispatching of Dener Barbosa. Though he was outscored by I'm Busted, who recorded a round-best 46.25-point score, Smooth Operator moved into the lead in the World Championship race over Chiseled, who turned in a 45.75-point effort in his first trip at the season-culminating event.

Then came a match-up for the ages between two of the sport’s top athletes. Smooth Operator was drawn by Ryan Dirteater in the final out of the “Cherokee Kid’s” career and the last attempt Smooth Operator had to dethrone Chiseled atop the standings.

Bursting from the chute, the white and black bovine dispatched Dirteater in a quick 2.6 seconds for 46.25 points, cementing his second World Championship title.
“That’s just so amazing,” Berger said, teary eyed from his office in Mandan, North Dakota. “That’s why I get so emotional. Here’s this old bull that, when he was 5 years old, I thought was the rankest bull I’d ever seen. That bull has won two world titles just with heart. It’s all heart. He never got excited, never got nervous, he just came and did his job.”

Smooth Operator is the 17th different YETI PBR World Champion Bull in league history, and the sixth animal athlete ever to win the honor in multiple seasons. He joins the elite club, which includes two-time PBR World Champion Bulls Dillinger and Bones, and three-time PBR World Champion Bulls Little Yellow Jacket, Bushwacker and SweetPro’s Bruiser.

Smooth Operator also tied with I’m Busted for the 2020 PBR Bull of the World Finals. I’m Busted also posted 46.25 and 46-point scores, compliments of his 6.09-second and 4.95-second buckoffs of Daylon Swearingen in Round 1 and the championship round, respectively.

Smooth Operator ended the season with a 15-2 record and a 46.13-point world score, 0.1 points ahead of runner-up Chiseled.

Of his 17 outs across all levels of competition, 13 were marked 45 points or more, including six outs marked in excess of 46 points.

Smooth Operator now holds a 91.59% career buck-off average across all levels of competition, and has only been conquered nine times in 107 outs. Those who have made the 8 on the bovine athlete include PBR World Champions Cooper Davis, Jose Vitor Leme and Guilherme Marchi, as well as Cody Teel, Mason Lowe and Brennon Eldred. Further illustrating his bucking prowess at the sport’s top level, Smooth Operator has only been covered once in 13 outs at the PBR World Finals, ridden by Marchi for 89.5 points during Round 2 in 2016.
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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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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2020 PBR STOCK CONTRACTOR OF THE YEAR

CHAD BERGER

In 2020, Chad Berger once again made history when he was honored as PBR’s Stock Contractor of the Year for a 10th time - the seventh consecutive season the Mandan, North Dakota-native earned the award which is voted on by the Top 40 riders in the world standings.

“I couldn’t do this without my family always being behind me,” Berger said. “Clay Struve, Julie Rosen, Ken Barnhardt, all my partners: without them, and my health, there’d be no possible way you’d be talking about me.”

“I’m so thankful that the PBR worked so hard to make this year go, to even have a chance at winning Stock Contractor of the Year,” Berger added. “When I set my goals and decided PBR is where I wanted to be, my goal was to win the Stock Contractor of the Year. To win it 10 times was never a goal, but it was something that, once you win it, you crave it and you want to win it again. I’ve always stayed focused. I’ve never backed down. I’ve always tried to be competitive, and it paid off.”

Berger boasts a deep, talented bull pen, having supplied more than half of the bull power at numerous premier series events throughout the 2020 regular season. In August, Berger also made league history when he became the first stock contractor ever to supply all the bulls for one event when the PBR Unleash The Beast competed in Bismarck, North Dakota.

His roster is highlighted by two-time and reigning YETI PBR World Champion Bull Smooth Operator, who was ridden just twice at the sport’s top level last year, I’m Busted, The Right Stuff and Stretch.

PBR Livestock Director Cody Lambert has said it is no surprise that Berger has won the year-end honor 10 times.

“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.”

Berger’s influence in helping PBR grow goes beyond bringing great bulls to events, according to PBR Co-Founder Ty Murray.

“People like Chad have brought all kinds of people to this sport,” Murray said. “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 we as founders did, and that is what he is still doing.”
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 sport’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 Olympics. PBR bulls are the highest-caliber animal athletes in the business. The majority of PBR bulls are bred and born to compete in the PBR arena – products of elite breeding programs that for years have been fine-tuning the important role that genetics play in producing a great bucking bull.

Q: What does the average bull weigh?
A: The average PBR bucking bull weighs approximately 1,600-1,700 pounds. PBR bucking bulls very rarely weigh less than 1,200 pounds, and can weigh as much as 2,200 pounds.

Q: What does a bull eat?
A: Bulls eat high-protein feed, which helps them keep their strength and endurance, and high-quality hay, which helps keep them healthy.

Q: Where do bulls live?
A: The bulls of the PBR live on large ranches where they get plenty of exercise. There are many ranches from coast-to-coast across North America, Australia and Brazil.

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, buck-off percentage, and average rider score, the greater the bull’s conceivable worth.

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

**A:** The success of bucking bull breeding programs around the world has proven that genetics are the main factor in determining a bull’s desire and ability to buck.

The American Bucking Bull is now a recognized breed of cattle, thanks to the PBR and American Bucking Bull Inc. (ABBI). The ABBI has more than 200,000 animals with bucking bull genetics registered in its database.

The bulls 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 or prodded to buck in any way.

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

**A:** The bull rope is what the bull rider holds on to throughout his out. It is wrapped around the chest of the bull directly behind the animal’s front legs. At the bottom of the rope hangs a metal bell designed to give the rope some weight so that it will fall off the bull as soon as the rider is bucked off or dismounts the animal. The bell 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, Australia and Brazil, 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 and velocity tour events. If there appears to be a sick or injured bull at an event, the veterinarian is notified immediately. Health papers are also required for all animals arriving at an event. They are inspected as they are unloaded prior to competition.

PBR stock contractors treat their bulls with respect and the best care available because they are a huge investment, an essential part of their livelihood, and truly gifted animal athletes.
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, recognizing the value and importance of preserving bucking bull genetics, acquired a DNA Registry formerly known as RSR (Rodeo Stock Registry) in 2003. This database was the foundation of American Bucking Bull Inc. (ABBI), and has since had its database of registered animal athletes swell 10-fold.

ABBI is the largest bucking cattle registry in the world with more than 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 2020, including more than $1.3 million in Arlington, Texas 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 more than $400,000, 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 more than $400,000, with the World Champion and Finals event winner each receiving a $75,000 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 and is in no way agitated or prodded to buck. The success of bucking bull breeding programs around the world, with managed and deliberate mating sessions, has proven that genetics are the most prevalent factor in determining a bull’s desire and ability to buck.

Careful selective breeding has encouraged this natural behavior in certain genetic lines. The American Bucking Bull breed as a whole has been improved as breeders select bulls for their athleticism, bucking desire (“heart”) and confirmation.
The ABBI World Champion Classic Bull is crowned at the PBR World Finals 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.

**YEAR** | **BULL** | **STOCK CONTRACTOR** | **LOCATION**
---|---|---|---
2020 | WOOPAA* | BARBER BULLS LLC | MESILLA PARK, NEW MEXICO
2019 | CHISELED* | D&H CATTLE CO./FLINN | ARDMORE, OKLAHOMA
2018 | HOCUS POCUS* | BARTHOLO/D&H CATTLE CO. | ARDMORE, OKLAHOMA
2017 | HIGH TEST | TOMMY JULIAN/D&H CATTLE CO. | ARDMORE, OKLAHOMA
2016 | WICKED STICK | DAKOTA RODEO/BERGER-STRUVE | MANDAN, NORTH DAKOTA
2015 | BRUISER | D&H CATTLE CO. | ARDMORE, OKLAHOMA
2014 | LONG JOHN | D&H CATTLE CO. | ARDMORE, OKLAHOMA
2013 | THE ROCKER | WYATT CROWDER BUCKING BULLS | FORT LUPTON, COLORADO
2012 | SHEPHERD HILLS TESTED | LUTHY/ADKINS/D&H CATTLE/ SHEPHERD HILLS CUTLERY | ARDMORE, OKLAHOMA
2011 | BACK BENDER | ACKERMAN/COX | STEPHENVILLE, TEXAS
2010 | BUSHWACKER | JULIO MORENO/RICHARD OLIVEIRA | ORANGEVALE, CALIFORNIA
2009 | BLACK PEARL | RAVENScroft/BOYD-FLOYD BULL CO. | STEPHENVILLE, TEXAS
2008 | CROSSWIRED | D&H CATTLE CO./CLIFTON WIGGINS | ARDMORE, OKLAHOMA
2007 | TROUBADOUR | JULIO MORENO BUCKING BULLS | ORANGEVALE, CALIFORNIA
2006 | GOD'S GIFT | DON KISH BUCKING BULLS | RED BLUFF, CALIFORNIA
2005 | STRAY KITTY | D&H AND BUCK | ARDMORE, OKLAHOMA
2004 | BIG DEAL | D&H AND BUCK | ARDMORE, OKLAHOMA

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

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

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<tr>
<td>2020</td>
<td>LITTLE V</td>
<td>CORD MCCOY/KEVIN GRABER</td>
<td>ADA, OKLAHOMA</td>
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<td>2019</td>
<td>CHERRY BOMB</td>
<td>FLINN/D&amp;H CATTLE CO.</td>
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<td>SARA &amp; CORD MCCOY/STEVE BEST</td>
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<td>AUDACIOUS</td>
<td>444 BUCKING BULLS/D&amp;H CATTLE</td>
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<td>GRUMP</td>
<td>HARRISON/D&amp;H</td>
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<td>TUTTLE/JAYNES GANG</td>
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<td>2008</td>
<td>COPP HOU</td>
<td>JERRY COPP</td>
<td>TULSA, OKLAHOMA</td>
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<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>
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# Rider Bios

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#1 JOSE VITOR LEME

Former semi-professional soccer player Jose Vitor Leme blazed onto the scene in a unique and record-setting fashion during the 2017 PBR World Finals. The then 21-year-old stepped onto U.S. soil for the first time, rode every single bull over five days inside 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. Following two runner-up finishes in the world standings in 2018-2019, Leme was unstoppable in 2020, winning a league-best seven events and 15 rounds en route to the 2020 PBR World Championship.

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

CAREER IN REVIEW:
2017
- In 2017, Leme made his PBR Brazil debut, chalking up an extraordinary 82.61% riding average. After winning three event titles, including the national finals at the famed Barretos rodeo, Leme was named both the PBR Brazil Champion and Rookie of the Year. Leme’s dominating performance – taking PBR Brazil’s Triple Crown – earned him a berth to the Pendleton Whisky Velocity Tour (PWVT) Finals.
ATHLETES - RIDERS & BULLS

• For the first time in his life, Leme left Brazil. Going 3-for-4 to finish eighth at the PWVT Finals, Leme earned a berth to the PBR World Finals as the top-finishing international invite.

• Going a perfect 6-for-6, to capture the World Finals event title, $300,000 bonus, and Rookie of the Year honors, Leme recorded several PBR records:
  • First rider to win the Rookie of the Year title 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
  • Fifth Rookie of the Year to win the World Finals event.

• Of Leme’s six qualified rides on the elite tour, including his 94.5-point ride on Magic Train, which earned him the Lane Frost/Brent Thurman Award, three were marked 90-points or more. (For comparison, it took two-time World Champion J.B. Mauney eight months on the premier series to score his first 90-point ride.)

• After beginning the 2017 World Finals No. 53 in the world, Leme finished the year No. 7.

• Leme then travelled to Edmonton, Alberta, Canada as part of Team Brazil for the inaugural Global Cup, contributing two qualified rides to Team Brazil’s runner-up finish.

2018

• In his sophomore season, Leme was in prime form, earning two premier series event wins, including the first regular-season title of his career in Tulsa, Oklahoma, and 11 Top 5 performances through the regular-season.

• At the second PBR World Finals of his career, Leme went 4-for-6, concluding the year No. 2 in the world, 422.5 points behind World Champion Kaique Pacheco.

• During the season, Leme was once again tapped to represent his country at the 2018 Global Cup Australia, going 2-for-3 as Brazil captured the title by 0.75 points.

2019

• Recording an early win on the Velocity Tour 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 of 2019 in mid-march in Duluth, Georgia, and claimed the world No. 1 ranking in April courtesy of a second place finish in Sioux Falls. Despite briefly surrendering the world No. 1 rank, Leme reclaimed his position atop the standings by season’s end, earning event victories in back-to-back weekends in Anaheim and Springfield.

• Competing at the Velocity Tour 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.

• Leme was unable to hold off a seemingly unstoppable Jess Lockwood who put up four 90-point rides and surpassed him for the World Championship. He finished No. 2 in the world, leading the league in the regular-season 90-point rides (11), round wins (18) and bulls ridden (47).

• Once again selected to the Brazilian contingent for the Global Cup, Leme made history, recording the first 90-point ride in Global Cup history, helping lead his country to becoming the first ever back-to-back Global Cup Champions.

2020

• In 2020, the western sports world ran out of superlatives to describe Leme’s season as he rode his way into the league record books and was crowned the 2020 PBR World Champion.

• Leading the world standings for 17 of the 22 weeks of competition, Leme clinched the World Championship during Round 3 of the 2020 PBR World Finals, covering Woopaa for a Lane Frost/Brent Thurman Award-winning 95.75 points. The high-marked ride of Leme’s career also tied for the fourth-highest scored ride ever recorded at a PBR World Finals

• In addition to winning a league-leading seven Unleash The Beast events and 16 rounds, Leme rode a torrid 44-for-65, notching nine 90-point rides and covering a head-turning 67.69% of the planet’s rankest bovine athletes.

• During the regular season, Leme also competed for Team Brazil at the 2020 PBR Global Cup USA, winning the individual aggregate via his 3-for-3 showing en route to the nation’s third-place finish.
#2 JOÃO RICARDO VIEIRA (Jo-ow Ricardo Vee-ay-da)
A veteran competitor within the elite PBR Unleash The Beast ranks, seasoned Brazilian Joao Ricardo Vieira remains on the hunt for his first PBR World Championship after finishing runner-up to the gold buckle and $1 million bonus twice in his career. A consistent force atop the world rankings, few have rivaled Vieira inside iconic AT&T Stadium in Arlington, Texas, where the Itatinga-native has earned more than $895,000.

JOURNEY TO THE PBR:
• 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 attended college intending to become a veterinarian, but after completing his undergraduate degree chose to pursue his newfound passion and become a professional bull rider.
• He did not start competing on bulls as an amateur until he was 17, saying that it all started as a joke. Vieira won a national title his freshman year of college and transitioned to PBR Brazil, before making the jump to PBR’s elite Unleash The Beast in 2013, relocating to the United States with just $15,000 and little knowledge of the English language.

CAREER IN REVIEW:
2013-2016
• In his first-ever season on the elite Unleash The Beast in 2013, Vieira wowed, crowned Rookie of the Year after accumulating 10,739.48 points to finish No. 3 in the world. During the season, he 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.
• From 2014-2016, Vieira continued to excel, finishing inside the world's Top 5 each season. In 2014, he finished a then career-best No. 2 in the world standings.

• The Brazilian phenom won the Iron Cowboy, a PBR Major, in Arlington, Texas in back-to-back seasons in 2014 and 2015. In 2015, Vieira also won the Last Cowboy Standing Major, collecting more than $383,000 via the two victories.

2017-2018

• Vieira finished uncharacteristic campaigns No. 12 and No. 21 in the world, in 2017 and 2018, respectively.

• In 2017, Vieira competed as a member of runner-up Team Brazil at the inaugural Global Cup event in Edmonton, Alberta, Canada, contributing two scores.

2019

• Vieira, re-established as a World Championship contender in 2019, was locked in one of the league's fiercest title races alongside Jess Lockwood, Jose Vitor Leme and Chase Outlaw.

• In the season's early weeks, Vieira won back-to-back Unleash The Beast events in Glendale and Sacramento, and then recorded his third win of the 2019 campaign a month later at the Iron Cowboy 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.

• Vieira once again represented his nation at the PBR Global Cup USA, adding one score to the nation's victorious effort.

2020

• When the 2020 season began in January in New York City, Vieira appeared to be in form that would lead him to his first World Championship. Going a perfect 4-for-4, Vieira won the season-launch Major inside Madison Square Garden, catapulting to the world No. 1 ranking.

• Despite relinquishing the top ranking the next event, Vieira reclaimed the world No.1 standing two weeks later after winning the 15/15 Bucking Battle in Sacramento.

• Remaining firmly in the Top-5 for the remainder of the first half, Vieira finished runner-up to the 2020 Iron Cowboy title in Los Angeles, while also logging an additional Top 5 effort, before returning home to Brazil at the onset of the COVID-19 pandemic.

• Vieira returned to the elite Unleash The Beast for the start of the second-half in Bismarck, North Dakota. While he had slipped to No. 3 in the world, Vieira climbed to No. 2 by the end of the regular-season after winning his league-best sixth career 15/15 Bucking Battle in Fort Worth, Texas, and dominating the final tour stop in Nampa, Idaho.

• The poised Brazilian's season ended abruptly when he was unable to compete at the 2020 PBR World Finals due to COVID-19. Remaining No. 2 in the world, Vieira is a two-time runner-up to the World Championship, also finishing second in 2014.
#3 BOUDREAU CAMPBELL

Boudreaux Campbell put the western sports world on notice in 2020. Already an established star amongst the PRCA ranks, the Texas sensation began to pursue a career in the PBR, and was an overnight sensation. Competing at just five regular-season elite tour events, Campbell qualified to the 2020 PBR World Finals, winning the prestigious event, surging to No. 3 in the world and capturing the coveted Rookie of the Year honor.

JOURNEY TO THE PBR:

- Beginning his career at a young age, Boudreaux Campbell has been immersed in the western lifestyle from a young age, around horses and cattle since he could walk.
- At the age of three, Campbell attended a rodeo with his father Jay, a former bull rider, and became immediately intrigued by the mutton busting. A few weeks later, Campbell returned to the rodeo as a competitor and has been hooked since.
- As his career progressed, Campbell was active in junior and high school rodeo, reaching the state finals three times and the national finals twice.
- While he didn’t graduate until 2017, Campbell elected not to compete in his final season for Lovelady (Texas) High School, instead purchasing his permit and pro card.
- In 2017, Campbell began his career with the PRCA, qualifying for his first NFR during his rookie season.

CAREER IN REVIEW:

2018-2019

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

2020

• Campbell began the 2020 season in the PBR, registering two Top-5 finishes in his first three events, headlined by a runner-up finish at the Denver PBR Chute Out, part of the National Western Stock Show.

• In February, Campbell was tapped by two-time PBR World Champion Justin McBride as a last-minute replacement for an injured Cooper Davis to compete in the 2020 PBR Global Cup USA for Team USA Eagles, which won the event, becoming the first nation to defend home soil.

• The Texan then made his Unleash The Beast debut in April, competing at the first closed event in Guthrie, Oklahoma, following the onset of the COVID-19 (coronavirus) pandemic.

• Campbell returned to the elite tour in August, riding at three additional regular-season events en route to his career-first PBR World Finals qualification. His season was highlighted by a third-place result in Lincoln, Nebraska, when he rode I’m Legit Too for 91.75 points, his first 90-point score on the Unleash The Beast.

• At his first-ever PBR World Finals, Campbell broke through. Going a near-perfect 4-for-5, including two 90-point rides, he won the prestigious event, catapulting from No. 33 to No. 3 in the world to capture the coveted Rookie of the Year.

• Campbell is just the sixth rookie to win the PBR World Finals.
#4 MARCO EGUCHI (Eh-goo-chee)
Rising from humble beginnings to PBR stardom, eight-time PBR World Finals qualifier Marco Eguchi has excelled on the sport’s biggest stages. In addition to winning the PBR World Finals in 2018, Eguchi has been key in Team Brazil’s dominance at the prestigious PBR Global Cup.

JOURNEY TO THE PBR:
• Marco Eguchi’s career is rooted in humble origins, first beginning his 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 tenure with the PBR, which has now spanned more than a decade, competing at Brazilian Touring Pro Division (TPD) events in 2008.

CAREER IN REVIEW:
2011-2016
• In 2011, Eguchi first traveled north to the United States to compete on the PBR Touring Pro Division 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 captured his first Unleash The Beast victory, dominating in Sacramento, California, and also qualified to his career-first PBR World Finals, finishing sixth.
• After being 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.

2017-2018
• In 2017, Eguchi came back to the top level for a full season. In full health, the Brazilian ended the year No. 22 in the world.
• While Eguchi was shut out for an event win during the 2018 regular season, 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.

2019
• Eguchi struggled early in the 2019 season. However, after falling victim to the cutline at the start of the 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, finishing 26th at the season-culminating event to concluded 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.

2020
• Eguchi excelled when it mattered most in 2020, his career-best year.
• The Brazilian standout earned five Top-10 finishes throughout the regular-season and excelled at the PBR World Finals, finishing third. Earning a critical 445.5 world points, Eguchi surged from No. 19 to No. 4 in the world, his career-best finish in the year-end rankings.
#5 JESS LOCKWOOD

At five feet, five inches, 130 pounds, Jess Lockwood may be one of the toughest athletes in sports. Lockwood, the youngest two-time PBR World Champion in league history and also the fifth all-time earner in league history, has persevered through numerous potential career-ending injuries to establish himself as one of the sport’s premier talents.

JOURNEY TO THE PBR:

- Lockwood hails from a rugged family with a rich history in western sports. His father, Ed, was a champion bull rider and professional saddle bronc rider, while his mother Angie was a barrel racer, and his aunt, Lisa Lockhart, is a legendary barrel racer.
- Lockwood got on his first bull in eighth grade, and then pursued the sport full time shortly after ending his career as a champion high school wrestler.
- At 18, Lockwood began his professional career, cashing his first PBR check one month later at the Touring Pro Division stop in Clovis, New Mexico.
- The Montana-native soon moved to PBR Livestock Director Cody Lambert’s ranch in Bowie, Texas, where he was tutored by Lambert and two-time PBR World Champion Justin McBride.

CAREER IN REVIEW:

2013-2016

- Lockwood made his PBR debut in October 2015, and quickly reached the premier series, at his first Unleash The Beast event in Sioux Falls, South Dakota, April 2016.
- Three events into his debut season on the Unleash The Beast, Lockwood won in Billings, Montana. He finished the season No. 8 in the world standings, and was named 2016 Rookie of the Year.
2017-2018

• In 2017, Lockwood put all of PBR on notice. Winning the season-launch Major in New York City, the surging bull rider, then 19, was world No.1 for the first time. He then held that ranking for six weeks, also winning in Sacramento, California.

• Lockwood battled through numerous injuries throughout the season, and backed by a strong 3-for-6 showing at the World Finals became the youngest World Champion in PBR history. At the time, Lockwood was just the fourth Rookie of the Year to win the world, and second, joining three-time World Champion Silvano Alves, to win the titles in back-to-back years.

• Battling a groin injury throughout 2018, Lockwood finished an uncharacteristic No. 12 in the world.

2019

• Lockwood once again won the season-launch Major in New York City, as well as the following weekend in Chicago, to take a firm hold of the world No. 1 ranking.

• He held the No. 1 ranking for the first nine weeks of the season, but was surpassed by Chase Outlaw in late March after sustaining a broken collarbone during the 2019 PBR Global Cup USA on Feb. 9, which sidelined him for three months.

• Upon returning in mid-May in Albuquerque, Lockwood, who had slipped to world No. 4, began to mount one of the most dominant summer campaigns in 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, 749.66 points behind Leme.

• A 5-for-6 performance at the World Finals, including four 90-point rides, propelled Lockwood to both the World Finals event win and World Championship, making him the fifth rider to win both the World Championship and World Finals event title in the same season.

2020

• Lockwood was again plagued by injury in 2020. After competing at eight elite tour events, including notching a victory in Manchester, New Hampshire, on March 1, after covering I'm Legit Too for 91.5 points, Lockwood's right spur got caught in the bull rope during his dismount, ripping his hamstring muscles.

• Sidelined for nine events during a six-month hiatus following surgery, Lockwood returned to competition in mid-September in Billings, Montana.

• Despite contending with yet another sidelining injury, a partial dislocation of his right shoulder, Lockwood finished the year No. 5 in the world.

• Lockwood earned more than $275,000 throughout the season. He is now the fifth all-time earner in league history, and became the fastest rider in league history to eclipse $4 million, with his total winnings now in excess of $4.2 million.
#6 KAIQUE PACHECO

Known as “The Ice Man,” Kaique Pacheco is one of PBR’s most focused, resilient and consistent bull riders, who has excelled in the face of great odds. In 2018, competing through a torn MCL and PCL, Pacheco fulfilled his dream of becoming a World Champion, outlasting two surging riders to capture the season’s gold buckle and $1 million bonus.

## Awards
- Four-Time PBR Global Cup Team Brazil Qualifier
- Two-Time PBR Global Cup Champion (2019 & 2018)
- 2018 World Champion
- 2015 Rookie of the Year

## Journey to the PBR:
- A third-generation cowboy, 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 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.

## Career in Review:
### 2013-2017
- After riding at the Touring Pro Division level in both the United States and Brazil for two years, Pacheco made his debut on PBR’s elite Unleash The Beast in 2015.
- In just his third event, Pacheco won both the 15/15 Bucking Battle and main event in St. Louis, Missouri.
- At season’s end, after winning two additional events, including the PBR Major in Nashville, he finished No. 2 in the world standings – the highest ever for a PBR rookie – and claimed the 2015 Rookie of the Year title.
- 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. He also competed for runner-up Team Brazil at the inaugural Global Cup.

## stats

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2018

- In 2018, after a dismal start to the season, at one point sitting No. 21 in the world standings and mired in a 1-for-15 slump, Pacheco returned to his championship form, winning a record third consecutive Last Cowboy Standing title to conclude the first half the No. 1 ranked bull rider in the world. Once the elite tour returned from its annual summer break, Pacheco was seemingly unstoppable, winning Unleash The Beast events in Springfield, Missouri, Fairfax, Virginia and Milwaukee, which contributed to capturing a league-best five regular season events and three 15/15 Bucking Battles.

- Pacheco travelled to Las Vegas for his fourth career world finals with a lead of 1,535 points over No. 2 Jose Vitor Leme but nearly had his dream derailed when tearing a MCL and PCL in his left knee just days prior to the 2018 PBR World Finals while competing at the Pendleton Whisky Velocity Tour Finals.

- Pacheco gritted through this significant injury and with a 2-for-5 performance inside T-Mobile Arena, he remained atop the world standings. Riding through the pain, he kept ahead of an impressive surge by both 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 won the event’s individual aggregate in leading his team to international glory.

2019

- After more than three months of physical therapy for his knee injury, Pacheco returned at the first-ever Global Cup on American soil in February 2019 and rode his first bull back, Taco Cat, for 83.5 points, helping Team Brazil win their second-straight championship.

- Pacheco finished eighth at the Mason Lowe Memorial in St. Louis, his first Unleash The Beast (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.

2020

- Eager to put his previous injury-plagued season in his rearview mirror, Pacheco got a jump on the 2020 season by travelling to Australia, finishing eighth at the Iron Cowboy in Tamworth, and 11th in Melbourne.

- Continuing his comeback, Pacheco was second at both the season launch Major in New York City and accompanying 15/15 Bucking Battle to quickly surge to No. 2 in the world. After a runner-up finish the following weekend in Chicago, Pacheco briefly overtook the world No. 1 rank.

- As the season progressed, Pacheco logged four additional Top-10 finishes before returning home to Brazil at the onset of the COVID-19 pandemic.

- Missing just three events, and slipping one position to No. 6 in the world, Pacheco was a dominant presence in the elite tour’s second half – winning the revival of the league’s iconic Bullnanza in Guthrie, Oklahoma, registering three additional Top 5 finishes before the 2020 PBR World Finals, the fifth of his career, and finishing the unique season No. 6 in the world.

- Apart from the premier series, Pacheco once again competed for Team Brazil at the 2020 PBR Global Cup USA where the nation was third.
#7 KEYSHAWN WHITEHORSE

The pride of the Navajo Nation, 2018 PBR Rookie of the Year Keyshawn Whitehorse broke through in 2020. Runner-up to the World Finals event title, Whitehorse delivered his first three 90-point rides on the premier series to finish a career-best No. 7 in the world.

JOURNEY TO THE PBR:

- 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. His father was a “hobby” bull rider and enjoyed watching the PBR on TV which was how he was exposed to the sport.
- Whitehorse also credits Robson Palermo as being a tremendous mentor, helping him with his riding style as well as the general disciplines of the sport.
- After competing in the MBR (Miniature Bull Riders) as a youngster, during his high school years, Whitehorse’s family moved to Texas, and he began riding competitively on his high school team.
- Proud of his Navajo roots, Whitehorse draws on spiritual traditions before each out, with a methodical preparation including a prayer ritual that blends Navajo tradition and Christianity. Whitehorse also anoints his body with burnt cedar and asks for protection and for communion with the bull he is attempting to ride. Rather than seeking to dominate the bovine, he prays for a partnership. Both athletes depend on a top performance on the dirt.

CAREER IN REVIEW:

2015-2017

- 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, where he was fourth.

• While he reached the sport's top level one more time in 2016 (San Jose), a season in which Whitehorse also won two Pendleton Whisky Velocity Tour events, and competed at five events in 2017, it wasn't until 2018 that he became a consistent presence on the elite Unleash The Beast.

2018

• Recording six regular-season Top-10 efforts, led by a then career-best effort in St. Louis where he was third, Whitehorse qualified for his first-ever PBR World Finals in 2018.

• Capping his performance in Las Vegas with an 89.5-point trip on Wicked Dreams in Round 5, then the high-marked ride of his career, Whitehorse clinched the Rookie of the Year honor, ending the season No. 19 in the world.

• His breakthrough year also included his first selection to Team USA for the PBR Global Cup, competing as the nation's alternate in Sydney, Australia.

2019

• Unable to continue his momentum into 2019, Whitehorse fell victim to the premier series cutline in March.

• Whitehorse battled his way back to the elite tour via success on the 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 shut out, Whitehorse finished the year ranked inside the Top 35, ending the season No. 33.

• Despite his challenges, one of Whitehorse’s highlights from 2019 included representing the Navajo Nation on the all-Native American Team USA Wolves at the debut Global Cup on American soil.

2020

• Whitehorse’s 2020 season on the elite tour began from the sidelines. While riding at the early January event in Denver, Colorado, he aggravated a riding hand injury which kept him out of Unleash The Beast competition until late February.

• Once he returned to competition, Whitehorse was electric, especially in the second-half of the season, recording a collective six Top-10 finishes en route to his third World Finals qualification.

• Inside AT&T Stadium for the first-ever iteration of the season-culminating event in Texas, Whitehorse reached new career heights. In Round 2, he recorded his first 90-point ride on the premier series when he covered Rocky for an impressive 90 points.

• Whitehorse then recorded two additional 90-point rides at the event, including his new career-best ride, a 93.75-point trip on Bull of the Year contender Chiseled in the championship round. He finished the 2020 PBR World Finals second ranked No. 7 in the world.

• In 2020, Whitehorse also returned to represent Team USA Wolves for the 2020 PBR Global Cup USA
#8 COOPER DAVIS

A powerful example of the impact words can have, had it not been for a bull riding legend colorfully commenting about his weight, Cooper Davis may have never actualized his potential. Davis committed to a holistic fitness plan in 2015 and quickly ascended to western sports stardom, crowned the 2016 PBR World Champion. He's been contender every year since.

JOURNEY TO THE PBR:

- Unlike many other riders, Cooper Davis didn't grow up in a rodeo family. His fascination with the sport began in watching 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.
- 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.

CAREER IN REVIEW:

2015

- Davis joined the elite Unleash The Beast in February 2015, culminating his rookie season by winning the 2015 PBR World Finals event title, becoming 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.
2016

- In 2016, Davis hit a hot streak in the second half of the elite tour’s season, winning three events, including back-to-back wins at the Music City Knockout in Nashville, Tennessee (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.

2017-2019

- A year-long contender for the title in 2017, Davis, who won two 15/15 Bucking Battles and one event during the regular-season, reached a season-best No. 2 in the world, concluding the year No. 3, 579.17 points behind World Champion Jess Lockwood, after going 2-for-6 at his third World Finals.
- Davis capped the season as the Captain of Team USA at the inaugural Global Cup. He logged two qualified rides for his home country which won the historic five-nation, international showdown.
- After finishing No. 7 in the world in 2018, Davis was back in the race for the coveted gold buckle in 2019.
- A win just before the summer break in Green Bay, Wisconsin foreshadowed a tremendous second half from the World Champion, which included a second Unleash The Beast 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.

2020

- As fast as Davis’ 2020 season began, it was put on pause. After bucking off Midnight Rock in 2.79 seconds during the championship round of the season-launch event in New York City, Davis fractured his neck, sideling in him for nearly the entire first half.
- Remaining focused on earning his second PBR World Championship, Davis returned in late May in Sheridan, Wyoming, winning the city’s Touring Pro Division event.
- When the second-half of the elite Unleash The Beast resumed in Bismarck, North Dakota in August, Davis’ momentum continued. After recording two Top-10 efforts through his first three elite tour events back, the Texan captured his first Unleash The Beast victory of 2020 in Lincoln, Nebraska.
- Davis finished short of his second World Championship, but concluded the season on a high note, qualifying for his sixth career PBR World Finals, where he was ninth. Beginning the second-half of the season No. 28 in the world, Davis’s surge allowed him to gain 20 positions, finishing the year No. 8 in the world.
#9 DAYLON SWEARINGEN

Daylon Swearingen is one of the grittiest, hardest-working athletes in pro sports. After taking the western sports world by storm in 2019, driving more than 30,000 miles across North America en route to the 2019 National Intercollegiate Rodeo Association Bull Riding Championship, 2019 PBR Canada Championship, and qualifications to both the PBR World Finals and NFR, Swearingen continued to excel in 2020, proving he would be a force for years to come.

JOURNEY TO THE PBR:

• Hailing from a family with deep roots in the western lifestyle, Swearingen is the son of barrel racer and trick rider Carrie, while his father Sam created the prominent Rawhide Rodeo Company, which produces more than 100 events a year and is known for top animal athletes.

• Swearingen’s career began aboard the back of sheep and calves, with the New Yorker steadily advancing to bulls by the time he entered high school, where he also competed in bareback.

• Once graduating from the high school ranks, Swearingen began competing at the collegiate level for Panola College where he was pursuing a degree in Land and Ranch Management. Part of the 2019 National Intercollegiate Rodeo Association (NIRA) National Championship team at Panola, Swearingen also claimed individual success, capturing the NIRA National Championship in bull riding.

CAREER IN REVIEW:

2018

• The collegiate world champion entered the PBR ranks in 2018, and it took just four events until Swearingen won his first event in Brighton, Florida where Swearingen went a perfect 2-for-2 to win the Touring Pro Division stop.

• He finished the year No. 70 in the world.

AWARDS

• PBR GLOBAL CUP TEAM USA QUALIFIER

• 2020 PBR GLOBAL CUP USA CHAMPION

• 2019 PBR CANADA CHAMPION

WORLD FINALS APPEARANCES

2

HOMETOWN
PIFFARD, NEW YORK

RESIDENCE
DE KALB, TEXAS

HEIGHT     WEIGHT
5’6”       150

BORN
7/10/99

RIDING HAND
LEFT

CAREER EARNINGS
$413,926.86*

HIGH-MARKED RIDE
92 POINTS ON COCHISE IN TULSA, OKLAHOMA, ON AUGUST 10, 2019
2019

• In 2019, Swearingen broke through. 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 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.

• When the elite Unleash The Beast returned from its annual summer break, Swearingen's winning ways began to translate into tangible results. He won the 15/15 Bucking Battle in Tulsa, Oklahoma with a massive 92-point ride aboard Cochise - his first premier series 90-point ride. 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 his first PBR World Finals.

• A top contender for the year's Rookie of the Year honor, a race he finished third, Swearingen's premier series concluded on an anticlimactic note, when sustaining a concussion in Round 5 of World Finals. He finished 2019 ranked a career-high No. 13 in the world, going 2-for-5 at the World Finals.

• Also qualifying to the NFR in 2019, Swearingen became the youngest athlete in history to qualify for both season-culminating events.

• While the world title race may have been complete, Swearingen, however, had his sights set on another 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. He went a perfect 4-for-4 to win the Canadian Finals, and also the 2019 PBR Canada Championship.

• Illustrating his tenacity, 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.

2020

• Swearingen continued to improve in 2020, reaching additional career milestones. In January, he won his first-ever premier series event, dominating the elite tour stop in Chicago. A month later, he won the second 15/15 Bucking Battle in his tenure with the PBR compliments of his 91.75-point ride on World Champion Bull contender I’m Legit Too.

• As the season has unfolded, Swearingen's highlight reel-worthy moments continued. Reaching his second PBR World Finals, the now Texas resident finished a career-best 12th, concluding the year No. 9 in the world.

• In addition to his individual success, Swearingen made his Global Cup debut in February at the 2020 PBR Global Cup USA as a member of event champion Team USA Eagles.
#10 COLE MELANCON

Cole Melancon burst onto the PBR scene in 2020 when he made history in Los Angeles in winning the Iron Cowboy Major in his Unleash The Beast debut. He became just the second rookie in league history to win a Major and was quickly established as one of the league’s leading talents. The Texas cowboy concluded the year No. 10 in the world and is now focused on a World Championship.

JOURNEY TO THE PBR:

- Hailing from a family of team ropers, Cole Melancon has been immersed in the western sports world from a young age. However, Melancon was always drawn to the bull riding, and he frequently watched the movie “8 Seconds.”
- Progressing from sheep to calves, and then larger livestock, Melancon was a standout in both high school and collegiate rodeo. He qualified for the Texas High School Finals Rodeo in four consecutive seasons from 2009-2012, before attending Hill College in Hillsboro, Texas where he reached the College National Finals Rodeo (CNFR) in both 2016 and 2017. In 2017, Melancon was the CNFR bull riding champion.

CAREER IN REVIEW:

2017-2018
- While in the initial years of his career, Melancon was focused on competing in the PRCA, he competed at three PBR events in 2017.
- He made his PBR debut in February 2017, finishing second at the AMERICAN Semi-Finals, a Touring Pro Division-sanctioned event. Melancon concluded the year competing at the Pendleton Whisky Velocity Tour Finals in Las Vegas, finishing 16th.

AWARDS
- TWO-TIME PBR GLOBAL CUP CHAMPION (2017, 2020)
• Melancon, who also qualified for the 2017 National Finals Rodeo (NFR), concluded the season riding for Team USA at the inaugural Global Cup, helping the team to its victory at the international event in Canada.

• The following season Melancon, who again qualified to the NFR, rode at three PBR events, finishing 13th at the year’s Calgary Stampede.

2020

• After a year away from the PBR, Melancon returned to the league’s events in 2020. After winning the January Pendleton Whisky Velocity Tour event in Lexington, Kentucky, the Texan earned his career-first berth to the elite Unleash The Beast at the Iron Cowboy Major in Los Angeles.

• Undeterred by the bright lights, Melancon made history, dominating the event to become just the second rookie in league history to win a Major. He earned 200 world points and skyrocketed from No. 29 to No. 6 in the world, solidifying his position on tour for the remainder of the season.

• In the following months, Melancon logged one additional Top-10 finish before qualifying for his career-first PBR World Finals.

• At the season-culminating event, he went 3-for-5 to finish fourth. Of his 8-second efforts inside AT&T Stadium, Melancon recorded his first 90-point score on the premier series, marked 92.25 points on Spotted Demon in the championship round.

• Melancon concluded his first season on the premier series No. 10 in the world and second in the Rookie of the Year race.
#11 LUCAS DIVINO

Despite his jokester antics, Lucas Divino is one of the sport’s most tenacious riders, excelling globally among the world’s best bull riders, covering some of the planet’s rankest bovine athletes.

JOURNEY TO THE PBR:

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

CAREER IN REVIEW:

2017-2018

- Making his PBR debut in 2017 in Brazil, 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 making his way to the northern hemisphere to make his debut on American soil.
- First riding at the Touring Pro Division event in Texarkana, Arkansas, where he was seventh, Divino made his elite Unleash The Beast debut one short week later in Albuquerque. In New Mexico, he established himself as a rider to watch after going 3-for-4, capped by an 88.25-point ride on Magic Train to finish sixth.
- Divino made nine more appearances on the elite tour that season and finished an improved No. 48 in the world.

2019

- In 2019, Divino continued to reach new career highs.
- 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. Immediately finding his groove, Divino finished then a career-best third one-week later in Glendale, Arizona.
• Two months later, he nearly captured his first event win when he was runner-up in Kansas City, Missouri, a finish he duplicated at the Last Cowboy Standing Major, part of the iconic Cheyenne Frontier Days, in July.
• An elite tour regular the remainder of the season, Divino made his World Finals debut in November, finishing 19th, 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.

2020
• Following an explosive rookie season, 2020 was a year of numerous career firsts for Divino.
• After steadily improving throughout the first four events of the season, Divino captured his career-first Unleash The Beast victory in February in Kansas City, Missouri. Going a perfect 3-for-3, Divino also recorded the first 90-point ride of his career on the premier series en route to the victory, covering Medicine Man for a 90 points. Netting 117 world points, Divino surged from No. 20 to No. 10 in the world.
• Less than three months later, Divino earned his second premier series victory in Guthrie, Oklahoma, joining Jose Vitor Leme as the second rider to have won multiple events throughout 2020.
• Divino continued to his strong performance throughout the regular-season, earning his second qualification to the PBR World Finals and finishing the season a career-best No. 11.
#12 EDUARDO APARECIDO (Ah-pair-a-see-doo)

While he may be known as “Fast Eddy,” veteran Brazilian bull rider Eduardo Aparecido is one of the league’s most consistent competitors on the elite ranks. Capable of excelling on the sport’s biggest stages, one title continues to allude Aparecido, that of PBR World Champion.

JOURNEY TO THE PBR:

- 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.
- 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.

CAREER IN REVIEW:

2011-2016

- After finishing second in PBR Brazil in 2011 and 2012, Aparecido debuted on the elite PBR Unleash The Beast at the 2012 PBR World Finals, where he delivered one qualified ride to finish 28th.
- After becoming a consistent presence on tour in 2013, the surging Brazilian began to turn heads in 2014. In addition to capturing his career-first regular-season event win, dominating the field in Nampa, Idaho, Aparecido also logged his first 90-point ride on the elite tour, and what remains his career-high marked ride, a 93.25-point score on Roy at the year’s World Finals.
- Finishing a career-best fourth at the 2014 World Finals, Aparecido concluded the year No. 6 in the world.
- In 2015, Aparecido rode to a second consecutive fourth-place effort at the World Finals and ended the year ranked No. 11, while he finished No. 7 in 2016.
2017

- Aparecido had a breakout season in 2017, winning his first PBR Major in Arlington, Texas in February and three additional regular-season event titles.
- His first stint as the No. 1 rider in the world lasted six months, with his lead swelling in excess of 1,000 points at one point.
- The season ended with Aparecido ranked No. 3 in the world after he rode 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 runner-up finish.
- Earning $342,736.63 throughout the season, Aparecido eclipsed $1 million in career earnings, becoming the 32nd rider in league history to accomplish the feat.

2018

- 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.
- Aparecido also once again competed for Team Brazil at the year’s PBR Global Cup in Australia, covering two bulls en route to his nation’s first victory at the international event.

2019

- Compared to 2017 and 2018, the 2019 campaign took a 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.
- Marking his third appearance at the event, Aparecido was also a member of the 2019 PBR Global Cup USA Champion Team Brazil.

2020

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

Following in the footsteps of his father, Derek Kolbaba has been quick to reach bull riding stardom, excelling amongst the world’s best on the PBR’s elite Unleash The Beast. Known for humble, affable personality and his Justin Bieber-esque good looks, the Washington cowboy is capable of covering the world’s rankest bovine athletes for massive scores, including three-time World Champion Bull SweetPro’s Bruiser.

JOURNEY TO THE PBR:

- 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.
- Kolbaba started getting on sheep when he was 3 years old and worked his way up to bulls at age 12.
- The Washington native credits his dad for teaching him everything he knows, and his whole family’s involvement in the Western lifestyle for being crucial to helping him to reach his career goals as a world-championship contending bull rider.
- In addition to soaking in the wisdom from his family, Kolbaba also looks to the professionals around him, observing different techniques from each rider he encounters, and adapting his style when needed.

CAREER IN REVIEW:

2015-2016

- 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.
2017

• The even-keeled Washington native 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.

2018

• 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 a career-best third, rising from No. 13 to No. 11 in the world.

• Kolbaba was also chosen to ride for his country at the 2018 installment of PBR Global Cup, competing for fourth-place Team USA in Sydney.

2019

• 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.

2020

• After having limited success at the start of the year, Kolbaba caught fire in the final months of the 2020 elite tour season.

• Slipping to No. 24 in the world with just six Unleash The Beast events remaining prior to the World Finals, Kolbaba was back to his title-contending form in Salt Lake City, Utah. Finishing fourth inside Days of ’47 Arena, the Washington man’s successes continued the following weekend, concluding the Fort Worth 15/15 Bucking Battle third. As a result, Kolbaba climbed to No. 18 in the world.

• In September, Kolbaba rode to his first Unleash The Beast win of the season, dominating the 15/15 Bucking Battle in Des Moines after covering Sky Harbor for a monstrous 92 points.

• Registering two additional Top-10 finishes in main events prior to season’s end, Kolbaba turned heads during the 15/15 Bucking Battle in Nampa, Idaho. Matching Canadian Mist jump-for-jump, Kolbaba reached the requisite 8 for a career-best 94 points to win the special round and surge to No. 9 in the world.

• Kolbaba concluded 2020 with his sixth consecutive appearance at the PBR World Finals, winning Round 1 en route to a seventh-place finish overall, ranked No. 13 in the final world standings.
#14 COLTEN JESSE

Don’t be fooled by Colten Jesse’s soft-spoken nature. Not only can the surging Oklahoman compete amongst the world’s best bull riders on the elite Unleash The Beast, but he can also stun behind the microphone as a rising singer-songwriter.

@COLTEN_JESSE    @COLTEN_JESSE

B-ROLL (COURTESY PBR)  PHOTOs (COURTESY ANDY WATSON/BULL STOCK MEDIA)  CAREER STATS

ARGARDS

• TWO-TIME PBR GLOBAL CUP TEAM USA WOLVES QUALIFIER

WORLD FINALS APPEARANCES
3

HOMETOWN
KONAWA, OKLAHOMA

RESIDENCE
WEATHERFORD, TEXAS

HEIGHT  WEIGHT
5'11" 155

BORN
5/18/97

RIDING HAND
LEFT

CAREER EARNINGS
$310,315.81*

HIGH-MARKED RIDE
92.25 POINTS ON SKY HARBOR IN BISMARCK, NORTH DAKOTA, ON AUGUST 8, 2020

JOURNEY TO THE PBR:

• A second generation cowboy from the Potawatomi Nation, Colten Jesse’s career began at the age of 3 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.

CAREER IN REVIEW:

2017

• In 2017 Jesse made his PBR debut in August at the Pendleton Whisky Velocity Tour’s (PWVT) event in Salinas, California.

• 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, qualifying him to debut on the elite tour the very next weekend in Uniondale, New York.

• After making one additional appearance on the premier Unleash The Beast in 2017, Jesse concluded the year No. 64 in the world.
2018

- In 2018, Jesse became a mainstay on the elite Unleash The Beast.
- 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 Jesse 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.

2019

- After a meteoric rise in 2018, Jesse was poised to gain more ground in 2019.
- In February, Jesse who is from the Potawatomi Nation, competed as a member of the all Native American Team USA Wolves at the inaugural PBR Global Cup USA, helping the Wolves to a third-place finish.
- 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, came to a crashing halt when he sustained a shoulder injury at the Ty Murray Invitational in Albuquerque in May. He 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.

2020

- While Jesse once again battled injury throughout 2020, he had a breakthrough season, reaching several career milestones.
- As the season got underway, the Oklahoman quickly emerged as a World Championship contender, finishing inside the Top 10 at two of the first three Unleash The Beast events, including a seventh-place finish at the season-launch Major in New York City.
- In February, Jesse won his career first 15/15 Bucking Battle in Kansas City, Missouri compliments of an 89.5-point score on Lil 2 Train.
- Two short months later, as the league championed the return of professional sports in late April following the onset of the COVID-19 pandemic, Jesse delivered his first 90-point ride on the premier series in Guthrie, Oklahoma, marked 90.25 points on Cool Customer.
- Jesse's career-firsts continued in August when the poised cowboy won his first ever Unleash The Beast event in Bismarck compliments of a perfect 3-for-3 performance. En route to the win, Jesse also recorded the high-marked ride of his career, a 92.25 point score on Sky Harbor in the event's championship round.
- Battling a hip injury throughout the remainder of the year, Jesse finished the season qualifying for his third PBR World Finals, and finishing a career-best No. 14 in the world.
#15 MASON TAYLOR

Regarded as the “mini-me” to bull rider turned country music recording artist Cody Johnson in his younger days, Mason Taylor is now one of the preeminent talents within the PBR, and few can match the success this young cowboy has had in Sioux Falls, South Dakota, let alone aboard the powerful bovine athlete Bill The Butcher.

<table>
<thead>
<tr>
<th>WORLD FINALS APPEARANCES</th>
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<td>HIGH-MARKED RIDE</td>
<td>90.5 POINTS ON CANADIAN MIST AT ON AUGUST 9, 2019 IN TULSA, OKLAHOMA</td>
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</tbody>
</table>

**JOURNEY TO THE PBR:**

- 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 on several youth circuits, in addition to the former ERA, Taylor honed his skills under the tutelage of his father, Chris, as well as former bull rider 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 says he has modeled his riding style after PBR great, two-time World Champion Justin McBride.

**CAREER IN REVIEW:**

2017-2018

- 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 June 2018 in Deadwood, South Dakota.
- Three months later, Taylor rode his way to yet another PBR victory, this time on the Pendleton Whisky Velocity Tour (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.
- Taylor earned his second Velocity Tour win of the season a week later in Rochester, New York and returned to the Unleash The Beast for a second time in 2018, riding in Milwaukee, Wisconsin.
2019

- After finishing the 2018 season No. 55 in the world, Taylor was determined to crack into the Top 35 in 2019 to become a mainstay on the elite Unleash The Beast.

- With Velocity Tour success once again elevating him to PBR's top tour after finishing runner-up in Portland, Oregon, Taylor returned to the premier series on Jan. 25 in Sacramento, 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.

- Taylor responded in dominant fashion with 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 elite tour rider when 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 slimmed down and went on to win the World Finals event title. Following the change, Taylor recorded two of his Top 10 efforts, including a third-place result in Greensboro.

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

2020

- Taylor began the 2020 season in electric fashion. Competing for the first time inside the famed Madison Square Garden, he parlayed a 90-point ride on Marquis Metal Works Bill The Butcher into his career-first 15/15 Bucking Battle victory. Also recording a fourth-place finish in the season-opening Major, Taylor quickly climbed the standings, surging to No. 4 in the world.

- His quick start to the season, however, was short-lived. Logging just one additional Top-10 finish in the following three months, Taylor slipped to No. 19 in the world as the league began to hold closed events in Guthrie, Oklahoma at the onset of the COVID-19 pandemic.

- Reversing his fortunes, Taylor concluded the season with six Top-10 finishes on the elite tour, including a runner-up effort at the final regular-season tour stop in Nampa, Idaho.

- With his World Finals qualification clinched, Taylor opted to compete at the Velocity Tour Finals in Sioux Falls in an effort to gain further ground prior to the PBR World Finals. The decision proved dividends: Taylor won the expansion series’ finals and was also crowned the 2020 Velocity Tour Champion.

- Taylor’s season ended in Arlington, Texas for his second PBR World Finals. Finishing 17th at the event, Taylor concluded the year No. 15 in the world.
#16 CODY TEEL

In 2012, Cody Teel was crowned the PRCA bull riding champion. Now the Texan’s sights are set on a PBR World title, gold buckle and $1 million bonus. Having competed through the likes of a torn ACL and other injuries that would sideline most athletes, Teel is recognized to have the grit, determination and skill to one day achieve his dream.

## Journey to the PBR:

- Growing up, Cody Teel wanted nothing more than to be like his dad, a professional bull rider for the 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 NFR en route to being named the 2012 PRCA Champion, the youngest title holder in the modern era.
- Teel went on to qualify for four additional NFRs, winning the NFR event average twice (2012 and 2013), and was the 2016 Calgary Stampede Champion in his debut appearance at the event.
- Teel has set a goal to join Tuff Hedeman as only the second rider in history to hold both the PRCA and PBR gold buckle.

## Career in Review:

### 2017

- After a delayed start to the 2017, sidelined by surgery to repair a broken collarbone sustained at the 2016 NFR, Teel launched his PBR season riding at the Velocity Tour event in Roanoke, Virginia, in January. Marking 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.
• Teel won just his fourth event on the premier series at March’s stop in Glendale, Arizona, propelling him from No. 38 to No. 19 in the world, and solidifying his spot on tour.

• Two weeks later, in Billings, Montana, Teel’s talents were 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 a career-high No. 9 world ranking. 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.

2018

• 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 his second PBR World Finals, Teel logged one additional Unleash The Beast victory, winning the final regular-season event of the year in Nampa, Idaho and rising 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 buck off, however, ended his Cinderella run. Teel finished the event sixth, going 4-for-6, to reach a career-high No. 3 in the world.

2019

• Teel was once again a force in 2019. Earning two regular-season event wins in Tacoma and Billings, the mild-mannered 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.

2020

• Returning to action in time for the start of the 2020 season, Teel wasn’t back to his winning form until May. Logging just two Top-10 finishes in the first four months of the season, he hit his stride at the league’s closed events in Guthrie, Oklahoma, delivering a second and fourth-place effort in consecutive weeks to climb from No. 55 to No. 21 in the world.

• Throughout the second-half, Teel, despite a hot start including two consecutive runner-up efforts, was uncharacteristically unsuccessful.

• Reaching his fourth PBR World Finals, Teel, however, concluded the season with momentum, riding to an eighth-place finish at the PBR World Finals to conclude the year No. 16 in the world.
#17 DENER BARBOSA

Inspired by the likes of three-time PBR World Champion Adriano Moraes, surging Brazilian sensation Dener Barbosa has been quick to make a name for himself amongst bull riding’s best. After being crowned the 2016 PBR Brazil Champion, Barbosa has battled through injury to remain a world championship threat in the world’s Top 20.

**AWARDS**
- Two-Time PBR Global Cup Team Brazil Qualifier
- 2018 PBR Global Cup Australia Champion
- 2016 PBR Brazil Champion

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

**CAREER IN REVIEW:**
**2016**
- For Barbosa, 2016 was a banner year.
- He clinched the PBR Brazil Championship by going 5-for-5 at the prestigious Barretos bull riding event, and concluded the PBR Brazil competition year getting bucked off just six times in 66 attempts, resulting in an astounding 90.91-percent riding average.
- For his accomplishments, Barbosa was invited to compete at the 2016 Velocity Tour Finals, finishing eighth and qualifying for his first-ever PBR World Finals where he rode three consecutive bulls to finish 3-for-6.
2017

• In 2017 Barbosa was a fixture on the elite tour and a top competitor in the battle for Rookie of the Year honors, finishing second, 186.67 points behind countryman Jose Vitor Leme.

• After finishing runner-up at three regular-season events in 2017, Barbosa notched his first elite tour win in Raleigh, North Carolina as the only rider to go a perfect 3-for-3.

• Qualifying for his second World Finals, Barbosa finished the Las Vegas event fifth, capped by the high-marked ride of his career, 89.5 points, in the championship round aboard World Champion Bull contender Pearl Harbor, who in 17 outs at PBR events was ridden just twice in 2017. Barbosa finished his rookie season No. 8 in the world.

2018-2019

• Continuing his momentum into the New Year, Barbosa began the 2018 campaign in successful fashion. Active prior to the start of the Unleash The Beast tour schedule, he logged an event win in addition to an accompanying Top-5 finish on the Pendleton Whisky Velocity Tour.

• Through the first three months of the season, Barbosa logged four Top-10 finishes, allowing him to briefly hold the world No. 1. However, in mid-March in Duluth, Georgia, his season was put on abrupt hold, breaking his foot and needing a subsequent surgery requiring 12 screws, two plates, and two pins.

• In his first event back, Barbosa returned in June to represent Team Brazil at the 2018 PBR Global Cup Australia in Sydney, where he went 1-for-2 to help his nation to victory.

• Despite the several-month absence from competition, Barbosa earned one additional Top-10 finish, and qualified for his third career PBR World Finals as the world No. 12 rider. Finishing 22nd at the season-culminating event, Barbosa finished his sophomore season No. 15 in the world.

• Undergoing shoulder surgery at the end of 2018, Barbosa didn’t return to competition until May 2019. Unable to regain his championship contending form, the Brazilian was cut from the elite Unleash The Beast after going 9-for-21, and finished the year an uncharacteristic No. 70 in the world.

2020

• In 2020, Barbosa was back to his winning ways. He won the Velocity Tour’s event in Jacksonville, Florida, and quickly returned to the Unleash The Beast, making his season debut in mid-January in Manchester, New Hampshire where he was fifth.

• A fixture on the premier series for the remainder of the year, Barbosa delivered three additional Top-10 efforts before winning the historic crowd-less Unleash The Beast event in Duluth, Georgia as PBR was the last major sport in competition at the onset of the COVID-19 pandemic.

• After returning to Brazil for several months, Barbosa returned to the United States for PBR competition in time for the Unleash The Beast tour stop in Billings, Montana. His return, however, was short lived. In Round 1 of the event, Barbosa was stepped on by Swagger, breaking his jaw, which needed surgical repair.

• Determined to end the season on a high note, Barbosa returned in time to compete at both the Velocity Tour Finals, where he was 8th, and the 2020 PBR World Finals, where he finished 23rd. He concluded the year No. 17 in the world.

• The 2020 season also featured Barbosa returning to compete for Team Brazil at the PBR Global Cup.
#18 EZEKIEL MITCHELL

Ezekiel “Blue” Mitchell may be the only professional bull rider to have learned the sport on YouTube. However, despite his unique path to the PBR, Mitchell has taken the league by storm, finishing inside the world’s Top 20 the past two seasons. Known for his colorfully engaging personality and contagious smile, Mitchell is a burgeoning star who may be PBR’s latest cowboy to cross over into the mainstream.

JOURNEY TO THE PBR:

• Unlike most PBR bull riders, Mitchell didn’t get on any animals as a child; instead, he was exposed to the sport by his father who was an equine dentist that traversed various rodeo circuits.

• Mitchell, who also participated in high school track and football, began by simply watching YouTube videos. He studied top rides, made a drop barrel for practice, attempting his first bull at the age of 16 and then began entering junior rodeos in Texas.

• Mitchell’s cousin Ouncie, who also rides bulls, is the only other member of his large family involved in western sports. Mitchell is one of 11 children in his family.

• 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.

CAREER IN REVIEW:

2016-2017

• Mitchell made his PBR debut on at a Touring Pro Division (TPD) event on March 19, 2016 in San Antonio, Texas where he went 1-for-2 to finish fourth.

AWARDS

• 2017 TOURING PRO DIVISION CHAMPION
From there, his successes multiplied and 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.

**2018-2019**
- While Mitchell’s winning ways continued in 2018, winning two additional PBR events, he established himself in the sport in the 2019 season.
- 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 in New York City.
- While Mitchell recorded a 10th and 13th-place finish on the sport’s elite level in St. Louis and Los Angeles, respectively, his breakthrough 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, climbing more than 20 positions in the world rankings to No. 10.
- He recorded another second-place result on the Unleash The Beast in Springfield, Missouri and concluded 2019 by qualifying for his first PBR World Finals where he went 2-for-6 to finish 16th.
- Mitchell concluded the year No. 15 in the world.

**2020**
- With his momentum continuing into the new season, Mitchell reached further career heights in 2020.
- In August at the elite Unleash The Beast event in Bismarck, North Dakota, Mitchell recorded his career-first 90-point ride, marked 90 points on Good Night Robicheaux. The next weekend in Guthrie, Oklahoma, Mitchell again recorded a monstrous score, marked a career-best 90.25 points on Zorro.
- Mitchell concluded 2020 with his second career qualification to the PBR World Finals where he finished 25th, ending the season No. 18 in the world.
#19 ALEX CERQUEIRA

A surging star in Brazil from 2017-2019, Alex Cerquiera brought his skills stateside in 2020 and was quick to establish himself as a burgeoning talent amongst the world's best on the elite Unleash The Beast. In addition to qualifying for his career-first PBR World Finals, and going for 90 on three-time PBR World Champion SweetPro’s Bruiser, Cerquira turned heads in 2020, foretelling what portends to be a bright career.

WORLD FINALS QUALIFICATIONS
1

HOMETOWN
IGUATEMI, BRAZIL

RESIDENCE
DECATUR, TEXAS

HEIGHT WEIGHT
5'6” 150

BORN
3/31/93

RIDING HAND
LEFT

CAREER EARNINGS
$83,939 .48*

HIGH-MARKED RIDE
91.75 POINTS ON SWEETPRO’S BRUISER IN GUTHRIE, OKLAHOMA ON MAY 17, 2020

CAREER IN REVIEW:

2017-2019

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

2020

• In 2020, Cerqueira relocated to the United States in an effort to reach the elite Unleash The Beast. At his first event stateside, the surging Brazilian finished fourth at the Touring Pro Division stop in Fort Worth, Texas.
• Quick to find his groove, in late February, Cerqueira won the Pendleton Whisky Velocity Tour event in North Charleston, South Carolina, earning a berth to the elite tour in Little Rock, Arkansas.
• Despite not reaching the 8-second mark in Arkansas, Cerqueira was back to his title contending form the next weekend in Duluth, Georgia when he finished 15th.
• In just his fourth event on the premier series, Cerqueira finished a career-best second and notched his first 90-point ride when he covered three-time PBR World Champion Bull SweetPro's Bruiser for 91.25 points in Guthrie, Oklahoma in May.
• In the following months, Cerqueira notched an additional four Top-10 finishes, including another runner-up effort in Des Moines, Iowa, before qualifying for his first PBR World Finals.
• Going 1-for-4, Cerqueira finished 16th at the 2020 PBR World Finals before ending the year a career-best No. 19 in the world.
#20 SILVANO ALVES  (Sill-vah-no Al-vez)
Silvano Alves is arguably one of the greatest bull riders to ever compete with the PBR. He is one of only two, three-time PBR World Champions and the only back-to-back World Champion in league history. He holds the PBR record for 24 consecutive qualified rides. Adding to his laundry-list of accomplishments, Alves has also earned more than $6.1 million in competition, the second most of any rider.

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

**CAREER IN REVIEW:**
- Winning a PBR gold buckle is one of the most challenging feats in sports, and Alves has the distinction of being the 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).
- 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.

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

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

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

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

2020
• In 2020, Alves earned his first event victory since 2016 when he dominated the Unleash The Beast event in Tulsa, Oklahoma.
• Going 3-for-5 at the PBR World Finals to finish 11th, Alves concluded the year No. 20 in the world.
#21 BRENNON ELDRED

Brennon Eldred is the latest Oklahoma sensation to establish himself as a top PBR rider. Since making his elite tour debut in 2017, Eldred has persevered through significant injuries, including a dislocated hip, to steadily improve year-over-year, achieving numerous career milestones in 2020.

JOURNEY TO THE PBR:

• While Brennon Eldred is the only bull rider in his family, he grew up on the back of a horse.
• Growing up in Sulphur, Oklahoma, Eldred was close to his grandfather, who he says always had cows and horses and lived 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.

CAREER IN REVIEW:

2013-2016

• When he turned 18, Eldred competed in several Touring Pro Division (TPD) events from 2013-2016, however, his focus prior to the 2017 season was rodeoing and qualifying for the National Finals Rodeo (NFR), which he has done three times.

2017-2018

• 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 in April where he finished 21st.
• He subsequently recorded 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 to conclude the year No. 27 in the world.

• 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.

2019-2020

• In 2019, Eldred finished the season ranked No. 26 in the world. Despite qualifying for his third World Finals, he was unable to compete at the season-culminating event, when his season ended in heartbreaking fashion just days prior at the Pendleton Whisky Velocity Tour Finals when he dislocated his hip.

• Although his year ended in disappointing fashion, one of Eldred’s 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.

• Returning to the Unleash The Beast in January 2020, the new season featured Eldred reaching even further career heights.

• Recording four Top-10 efforts through the initial months of the season, in September, Eldred won his first Unleash The Beast event, victorious in Des Moines. En route to the victory, the Oklahoman also recorded his first 90-point ride on the premier series, marked a career-best 92.25 points on Crossover in the championship round.

• Eldred capped his 2020 season with a 29th-place finish at the World Finals, concluding the year a career-best No. 21 in the world.
#22 FABIANO VIEIRA

One of PBR’s most accomplished riders, veteran competitor Fabiano Vieira is also one of the league’s most charismatic and popular athletes. Known for his contagious smile, and often spotted dancing about the hallways of arenas around the globe, Vieira remains one of the planet’s most talented bull riders, still seeking his first World Championship.

JOURNEY TO THE PBR:

• While it was easy for Fabiano Vieira to begin training for a career as a professional bull rider by riding bulls on a farm where he worked, it was much tougher for him to start competing professionally since Brazilian events are invitation only. That, however, did not stop the determined Vieira.

• One day, without an invitation, Vieira attended a rodeo and stayed behind the chutes after he realized a competitor was missing. The absent rider’s name was listed on the draw, and Vieira briefly assumed his identity, a decision that paid dividends.

• Under an assumed name, Vieira won the event title. While his cunning decision temporarily irked the event organizer, the young rider’s potential was clear, and he began receiving invitations to more events.

CAREER IN REVIEW:

2006-2013

• Vieira made his PBR debut in March 2006 in his home nation at the Touring Pro Division in Colorado, Parana. He went on to compete exclusively in Brazil, sometimes traveling upwards of 14 hours a week to compete, until 2010 when Vieira moved to the United States with now three-time PBR World Champion Silvano Alves.

• In January 2010, Vieira competed at his first elite Unleash The Beast event in Tampa, Florida, where he finished 10th.
• Vieira competed on the elite tour five additional times in 2010, en route to becoming a staple name on the premier series draws in 2011. Winning two event titles during the regular season, Vieira qualified for his career-first PBR World Finals where he rode to an 8th place finish to end the year No. 5 in the world.

• The surging Brazilian continued to climb the ranks in the subsequent seasons, concluding 2012 No. 10 in the world, and 2013 No. 18.

2014-2016

• While Vieira finished an admirable No. 5, No. 4 and No. 9 in the world at season’s end in 2014, 2015 and 2016, respectively, his performance had been hampered by nagging shoulder injuries.

• His persistence however, has led many to recognize a special level of grit in the sport, dubbed “Vieira Tough.”

• Among the many highlights through the three-year period, in 2014, Vieira was one of two riders to notch three wins, including victories in New York, Sacramento and Allentown, Pennsylvania. He also led riders with a 54.55 riding percentage, while placing second in qualified rides with 42.

2017-2018

• In 2017, “Vieira Tough” was on display when the Brazilian suffered a broken jaw and dislocated shoulder in the second half.

• Finishing the year ranked No. 10 in the world, his season was highlighted by a win at the PBR Major in Nashville, the Music City Knockout, propelling him from No. 17 to No. 7 in the world standings.

• Vieira was also one of seven riders selected to compete for Team Brazil for the inaugural Global Cup in Edmonton, Alberta, Canada, where his home nation finished second.

• Vieira was once again a contender for the season’s World Championship in 2018. After winning the 15/15 Bucking Battle in March in Glendale, Arizona, a perfect 3-for-3 performance a month later in Columbia, Ohio, earned him his lone regular-season victory of the year. Making his eighth appearance at the PBR World Finals, he finished No. 14 in the world.

2019-2020

• While Vieira rode at the season-launch Unleash The Beast Major in New York City in 2019, it wasn’t long until a desperately needed shoulder surgery sent him to the sidelines for the remainder of the first half.

• While he returned to the premier series in August in Tulsa, Vieira finished the season well outside the Top 35.

• Rebounding from his dismal 2019 season, Vieira was back to his World Championship contending form in 2020.

• After logging two Top-10 efforts through the first three months of the season on the premier series, Vieira became the fourth-oldest rider to win an Unleash The Beast event when he dominated the first of three closed-to-the-public tour stops in Guthrie, Oklahoma at the onset of the COVID-19 (coronavirus) pandemic.

• In July, however, Vieira’s season came to an abrupt end when he sustained two severe brain injuries and a skull fracture at the Touring Pro Division in Stamford, Texas. Hospitalized for 56 days, Vieira’s recovery continues, rehabbing with Fit-N-Wise Rehabilitation and Performance Center in Decatur, Texas.
#23 RAMON DE LIMA

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

JOURNEY TO THE PBR:

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

CAREER IN REVIEW:

2016
• The self-taught rider made his PBR debut in August 2016 at the famed Barretos rodeo in Brazil where he finished 14th.
• With just the one PBR event on his resume, Lima travelled to the United States in February 2016 for the Touring Pro Division (TPD) stop in Fort Worth, Texas.

2017
• 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.
• Lima then mounted an aggressive summer campaign at both TPD and PWVT events, recording his first event wins at the TPD level in Rock Springs, Texas, in July, followed by a second title in Sterling, Colorado, in August.
• His performance during the premier series’ annual summer break propelled him within the Top 35 of the world standings, and led him to an elite tour return in August at the Major in Nashville, Tennessee.
• At 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, where he finished 27th, before ending the year No. 30 in the world.

2018
• Lima then broke through in 2018, a top contender for the year’s World Championship.
• Winning his first elite tour event in January in Sacramento, Lima rose to the world No. 1 ranking for the first time in his career in February after dominating the Iron Cowboy inside AT&T Stadium, winning his first PBR Major.
• As the 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. 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.

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

A seven-time PBR World Finals qualifier, Matt Triplett is consistently atop the world rankings. Facing numerous shoulder injuries throughout his career of more than a decade, Triplett has persevered, thrice finishing inside the world's Top 10, ascending to bull riding stardom in both the United States and abroad.

JOURNEY TO THE PBR:
- 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’s now considered a veteran rider on the PBR circuit, Triplett says he still looks to his dad for advice, both inside and out of the arena.
- 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.

CAREER IN REVIEW:
2011-2013
- On January 29, 2011, Triplett made his PBR debut at the Touring Pro Division event in Casper, Wyoming where he finished third. Quick to climb the league’s ranks, in May, Triplett competed at his first Unleash The Beast tour stop, riding to a 14th place finish in Duluth, Georgia. He made one additional appearance on the premier series before finishing the year No. 68 in the world.
- In 2012, Triplett again returned to the Unleash The Beast twice, concluding the season ranked No. 70 in the world.
- The Montana cowboy then broke through in 2013. In addition to logging his first 90-point ride on the elite Unleash The Beast, a 91-point score on Pandemic in late September, Triplett also recorded two Top-10 finishes during the elite tour’s regular-season before qualifying to his career-first PBR World Finals.

AWARDS
- TWO-TIME PBR GLOBAL CUP TEAM USA QUALIFIER (2018, 2020)
- 2020 PBR GLOBAL CUP USA CHAMPION
• Going 3-for-6 at the season-culminating event, Triplett finished ninth at his first PBR World Finals to surge to No. 26 in the world rankings.

2014-2015

• In 2014, Triplett was electric, mounting the best season of his career to date. In addition to notching two Touring Pro Division victories, he won his career-first 15/15 Bucking Battle, dominating the special round at the historic Monster Energy Bulls on the Beach event in Huntington Beach, California.
• Triplett capped the season with a fifth-place finish at the PBR World Finals leading him to a career-best No. 3 ranking in the year end world standings.
• Triplett began his 2015 season travelling to Australia where he netted quick world points compliments of two third-place efforts.
• En route to his third PBR World Finals qualification, Triplett won his first Unleash The Beast event when he topped the field in Oklahoma City, Oklahoma. Less than a month later, Triplett again won on the premier series in Anaheim, California.
• Triplett finished the season ninth at the PBR World Finals and No. 5 in the world.

2016-2018

• 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.

2019-2020

• 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.
• In 2020, Triplett again faced an injury which derailed his season.
• After a successful start of the season, including six Top-10 finishes on the elite Unleash The Beast, and being an integral part of the event-winning Team USA Eagles for the 2020 PBR Global Cup USA, Triplett, who was sidelined following the late August premier series stop in Salt Lake City, Utah, decided to undergo hip surgery.
• Unable to compete at the 2020 PBR World Finals, he finished No. 24 in the world.
#25 MAURICIO MOREIRA

Walking in the footsteps of his father, young gun Mauricio Moreira is one of the sport’s brightest new talents to emerge from Brazil. Actualizing his dad’s dream of succeeding amongst the league’s best in the United States, Moreira stunned in his rookie season, leaving fans excited to see what he will accomplish in coming seasons.

**JOURNEY TO THE PBR:**

- Inspired by his father Redner, one of Mauricio Moreira’s most vivid memories is watching his dad win the 53rd bull riding competition at the prestigious Barretos rodeo in Brazil in 2008.
- Under the tutelage of his dad, Moreira attempted his first calf at 8 and would follow his dad across Brazil as he competed in various rodeos.
- At the age of 15, Moreira himself began competing at rodeos when he secured his permit, often competing alongside his dad. In 2019, the duo both qualified to compete at Barretos.
- While Redner declined the opportunity to travel to the United States to compete, Moreira is living out his father’s dream, now a surging star on the elite Unleash The Beast.

**CAREER IN REVIEW:**

**2019**

- On July 18, 2019, Mauricio Moreira made his PBR debut at the Brazilian tour stop in Brotas, São Paulo. Going 3-for-5, Moreira finished 8th at the event.
- He competed thrice more amongst the PBR ranks in 2019, recording two additional Top-5 efforts, including a fifth-place finish at the PBR Brazil Finals in Brasilia.

**2020**

- In 2020, under the guidance of veteran rider, and friend of his father’s, Fabiano Vieira, Moreira relocated to the United States in an effort to take his career to the next level. He competed for the first time stateside in Lexington, Kentucky, finishing 12th at the Pendleton Whisky Velocity Tour (PWVT) event in the Bluegrass State.
• After registering back-to-back third-place efforts on the PWVT, Moreira made his elite Unleash The Beast debut in mid-March in Little Rock, Arkansas. At 20 years old, Moreira became the third-youngest Brazilian to debut on the premier series, trailing only Paulo Crimber and Kaique Pacheco who debuted at 18 and 19, respectively.
• At his debut event, Moreira finished 11th, only to finish runner-up the very next weekend in Duluth, Georgia. In addition to marking his career-best finish on the premier series, Moreira also notched his first 90-point ride on the Unleash The Beast, scored 91.25 points on Big Black.
• As the season progressed, Moreira, who won the PWVT event in Sioux Falls, South Dakota in July, went on to log an additional Top-10 finish before qualifying for his first PBR World Finals.
• Moreira concluded the year No. 25 in the world and No. 4 in the highly contested Rookie of the Year race.
#26 ANDREW ALVIDREZ

Former powerlifter Andrew Alvidrez put the bull riding world on notice in 2020. Breaking through to the league’s elite tour for the first time in his career, the determined Texan is one of the sport’s preeminent talents, likely to be a force in the coming seasons as he continues to pursue new milestones.

• Starting his career at a young age, Andrew Alvidrez attempted his first animal counterpart at the age of three when he climbed upon a sheep to compete in mutton busting. He quickly developed a love and sense of comfort on top of an animal.

• At age eight, Alvidrez began to take western sports more seriously, advancing to riding steers.

• Inspired by three-time PBR World Champion Adriano Moraes, Alvidrez remembers staying up late with his dad to watch PBR events to study how the pros made their moves.

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CAREER IN REVIEW:

2014-2018

• Alvidrez made his PBR debut in November 2014 at the Touring Pro Division (TPD) stop in San Antonio, Texas where he found immediate success, finishing seventh.

• Quickly finding his rhythm, less than a year later, Alvidrez won his first PBR event, topping the field at a subsequent TPD stop in San Antonio in July 2015.

• The Texan continued to have intermittent success throughout 2015, and into 2016 and 2017.

• However, in 2018, he broke through, earning the year’s Touring Pro Division Championship after logging three wins and an additional seven Top-10 finishes on the league’s developmental tour. As a result of his success on the TPD, Alvidrez earned a bid to the 2018 Velocity Tour Finals.
2019-2020

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

Australian sensation Aaron Kleier has his name firmly etched in the PBR record books. One of the nation's most accomplished athletes, the soft-spoken Kleier is the only rider in league history to be crowned the PBR Australia Champion in three consecutive seasons (2018-20). The Queensland-native is well positioned for success on the elite Unleash The Beast stateside and may be destined for global stardom.

JOURNEY TO THE PBR:
- The son of respected stock contractors Fred and Julie, Aaron Kleier grew up immersed in bull riding.
- 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.

CAREER IN REVIEW:
2016-2017
- 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 his home nation in 2017.
- Winning the second Touring Pro Division (TPD) event of his career, as well as two additional events, Kleier recorded an accompanying eight 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 the Australian 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.

2018
• The 2018 season culminated 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.
• 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.

2019
• 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.

2020
• After beginning his season on home soil, registering three consecutive Top-5 finishes, Kleier travelled to the United States to begin the Unleash The Beast season.
• He began the year on a high-note, finishing 16th at the season-launch Major in New York City, and duplicated the effort the following weekend in Chicago.
• Solidifying his position on tour, Kleier broke thorough in February in Kansas City where he finished second at the stop’s 15/15 Bucking Battle and eleventh in the main event.
• In Duluth, Georgia, Kleier then finished a career-best tenth at a regular-season premier series event before returning home to Australia at the onset of the COVID-19 (coronavirus) pandemic.
• Back on home soil, Kleier began his march to history. Locked in a feverish battle with Lachlan Richardson, Kleier registered four event wins and additional seven Top-10 finishes en route to his third consecutive PBR Australia Championship.
• Kleier is now the first rider in league history to win the nation’s championship in three consecutive seasons.
#28 J.B. MAUNEY (Moo-knee)

Two-time PBR World Champion J.B. Mauney has established himself as one of the planet’s toughest, most accomplished and decorated western sports athletes, notching his name in the history books as the top rider in numerous categories. Among his many accomplishments, Mauney, who leads the league with more than $7.43 million in career earnings, is one of just three cowboys to log more than 500 rides on the premier series and one of just six multi-time World Champions, and has earned the nickname “Dragon Slayer,” conquering every World Champion bull from 2007-2018.

JOURNEY TO THE PBR:

• J.B. Mauney, 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.

CAREER IN REVIEW:

2006-2012

• On January 20, 2006, Mauney made his PBR debut at the Touring Pro Division event in Bridgeport, Connecticut. He quickly made his way to the elite tour, competing for the first time on the Unleash The Beast less than a month later in Portland, Oregon.

• Undeterred by the bright lights, Mauney finished second at the premier series stop, establishing himself as a rider to watch.

• Mauney competed at 12 additional Unleash The Beast events that season, notching three additional Top-10 finishes before qualifying for his career-first PBR World Finals. He was Crowned PBR Rookie of the Year after earning $165,457, including $17,500 at the World Finals where he finished 25th.

WORLD CHAMPIONSHIP TITLES
2013, 2015

WORLD FINALS APPEARANCES
15

HOMETOWN
MOORESVILLE, NORTH CAROLINA

RESIDENCE
COTULLA, TEXAS

HEIGHT
5'10"

WEIGHT
140

BORN
1/9/87

RIDING HAND
LEFT

CAREER EARNINGS
$7,431,584.12*

HIGH-MARKED RIDE
95.25 POINTS ON BUSHWACKER IN TULSA, OKLAHOMA ON AUGUST 17, 2013

AWARDS
• TWO-TIME PBR WORLD CHAMPION (2013, 2015)
• TWO-TIME PBR WORLD FINALS EVENT WINNER (2009, 2013)
• TWO-TIME TOURING PRO DIVISION CHAMPION (2006, 2009)
• 2006 PBR ROOKIE OF THE YEAR
After finishing 2006 ranked No. 25 in the world, Mauney was electric in his sophomore and junior seasons on the premier series, finishing No. 3 in 2007 and No. 2 in 2008.

In 2009, again delivering a Top-5 season, concluding the year No. 2 in the world, Mauney capped his dominant season with his first World Finals event victory, becoming the first rider in history to ride all eight bulls at the event and winning $343,000.

In the following three seasons, Mauney remained a front runner for the PBR World Championship, however, fell just short each year, ending 2010 ranked No. 3, 2011 No. 11 and 2012 No. 8.

2013

The 2013 season was career defining for Mauney as he went a perfect 6-for-6 at the World Finals en route to winning the event and being crowned the 2013 PBR World Champion. He became 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.

Mauney’s second half was one of the best in PBR history: he won six of the last 10 events (Tulsa, Thackerville, Fayetteville, Grand Rapids, Hollywood and World Finals), becoming the only rider to win four consecutive events.

Mauney also 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.

2014-2016

Remaining red hot, Mauney continued to etch his name in the league record books the following three seasons (2014-2016).

In 2014, he 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, His streak ended during Round 2 in Chicago when he was tossed from Mud Man at 7.18 seconds.

The next year, Mauney claimed his second World Championship while also becoming the then-richest athlete in Western sports history and the first $6 million dollar man.

In 2016, Mauney 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.

2017-2018

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. With his muscle, tendons and ligaments all torn off the bone, Dr. Tandy Freeman used 13 anchors to rebuild the shoulder.

Mauney finished the year an uncharacteristic No. 16 in the world, but concluded the season by returning to competition in time for the 2017 PBR World Finals where he finished 22nd.

Banged up and once again slipping down the rankings at year end, finishing the season No. 28 in the world in 2018, Mauney joined the elite 500 Club, becoming 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.

2019-2020

In 2019, Mauney fought through injury after injury. However, despite facing a torn MCL, broken fibula, sprained jaw, torn rotator cuff, separated and fractured ribs, and more, he continued to make history.

As the lone rider to go a perfect 3-for-3 in Little Rock in March, Mauney won his first Unleash The Beast event since April 2017, capping his perfect performance with a 90.75-point score on Big Black.

The win propelled Mauney to two career milestones, tying Justin McBride for most elite tour event wins of all time (32), and moving to second in 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.

After undergoing reconstructive shoulder surgery at the end of the year, Mauney made his 2020 debut in August. Recording five Top-10 efforts throughout the second-half, Mauney surged from unranked to No. 29 in the world, qualifying for his 15th consecutive PBR World Finals. En route to finishing the year ranked No. 28, he notched his 75th 90-point ride, covering Concealed Carry for 90.5 points in Tulsa, Oklahoma, to take overtake McBride for second-most 90-point rides of all-time on the premier-series.
#29 STETSON LAWRENCE

Stetson Lawrence, of both Chippewa and Sioux descent, is one of the league's most accomplished Native American competitors. “The Firewalker,” known for his iconic heritage-inspired celebration dance, has excelled around the globe, winning a Canadian championship and ascending to the ranks of international bull riding star.

JOURNEY TO THE PBR:

- 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.

CAREER IN REVIEW:

2008-2013

- Stetson Lawrence made his PBR debut in May 2008, competing at the Sidney, Montana, Touring Pro Division event where he finished eighth.
- 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 mounted a strong summer run, competing in both the United States and Canada, before concluding the year with his career-first qualification to the PBR World Finals and finishing No. 39 in the world.

2014-2016

- The North Dakotan's success continued to mount in 2014, both stateside and abroad.
In Canada, Lawrence won three events, and logged an additional eight Top-10 finishes, en route to the 2014 PBR Canada Championship.

In the United States, Lawrence competed at 11 regular-season Unleash The Beast events, registering four Top-10 efforts, before qualifying for his second PBR World Finals and concluding the year No. 29 in the world.

Lawrence then delivered what remains his career-best season in 2015. Registering five Top-5 finishes and finishing 15th at the PBR World Finals, he concluded the year ranked a career-high No. 9 in the world.

Continuing to log career-best efforts in 2016, Lawrence delivered what remains his best effort at the PBR World Finals, going 3-for-6 to finish ninth at the season-culminating event.

**2017-2018**

- In 2017, Lawrence won his first event on the elite tour, in Thackerville, Oklahoma.
- He was unable to seriously contend for a world title during a successful season after breaking his pelvis in April during the Tacoma, Washington, event, sideling the North Dakota rider for more than 12 weeks.
- 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.
- Following a fractured ankle which sidelined him for two events in the first half, Lawrence struggled in the second-half. The veteran, however, managed to secure a spot at his sixth World Finals, concluding the year No. 26 in the world.
- During the 2018 season, Lawrence recorded his first 90-point ride on the premier series, and what remains the high score of his career, a 92.25-point score on Cochise in Oklahoma City, Oklahoma on January 21. He was also selected to his first PBR Global Cup national team, competing for Team USA in Sydney, Australia.

**2019-2020**

- 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 escaped 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, concluding 2019 No. 24 in the world.
- In 2019, Lawrence again returned to the PBR Global Cup, competing for the historic all Native American Team USA Wolves at the first edition of the event in the United States.

- Most recently, in 2020, Lawrence recorded four Top-10 finishes on the premier series before finishing No. 29 in the world. Additionally, Lawrence again competed for Team USA Wolves at the second iteration of the PBR Global Cup in the United States.
ATHLETES - RIDERS & BULLS

#30 TYE CHANDLER

Mentored from a young age by the likes of Ring of Honor inductee J.W. Hart, it is of little surprise that Tye Chandler is establishing himself as a household name. Chandler has persevered through countless injuries to reach new career heights in 2020 and cement himself as a contender on the league’s premier series amongst the world’s best bull riders.

JOURNEY TO THE PBR:

• The son of a former amateur bull rider, Tye Chandler was introduced to the sport at an early age. With older brother Josh the first to follow in their father Freddy’s footsteps, Tye remembers getting on mini-bulls at a young age while his brother practiced against larger opponents.

• A key point in Chandler’s career came at age 13 when he along with his father met 2009 Ring of Honor Inductee J.W. Hart at a youth rodeo. With a firm belief in the importance of attempting practice bulls, Chandler’s dad was quick to approach Hart to see if his son could practice at that Hart Cattle Co. ranch in Marietta, Oklahoma, beginning a three-year mentorship. Chandler frequently made the journey to Oklahoma try his hand at some of the outfit’s practice stock. One of the most important lessons Chandler remembers taking away from his time with Hart is how to control his free arm.

CAREER IN REVIEW:

2015-2018

• Tye Chandler made his PBR debut in May 2015 at a Touring Pro Division event in Conroe, Texas.

• After an adjustment period to the professional ranks, Chandler first tasted success roughly a year later when he finished sixth on the Velocity Tour in Rochester, New York in September 2016.

• Less than two months later, Chandler won his first PBR event in November 2016 in front of a home state crowd at the Touring Pro Division event in Goliad.

WORLD FINALS QUALIFICATIONS

1

HOMETOWN
CELINA, TEXAS

RESIDENCE
CELINA, TEXAS

HEIGHT  WEIGHT
5'10"   150

BORN
2/27/95

RIDING HAND
RIGHT

CAREER EARNINGS
$127,363.70*

HIGH-MARKED RIDE
89.5 POINTS ON TESTED & BRUISED DURING ROUND 1 OF THE 2020 PBR WORLD FINALS IN ARLINGTON, TEXAS ON NOVEMBER 12, 2020

@TYE_CHANDLER

B-ROLL
(COURTESY PBR)

PHOTOS
(COURTESY ANDY WATSON/BULL STOCK MEDIA)

CAREER STATS

PBR.com
• Logging two additional Touring Pro Division victories the following year in 2017 in Alexandria, Louisiana, and again in Goliad, Chandler won his first Velocity Tour event in Jan. 2018 in North Charleston, South Carolina.
• The victory propelled Chandler to his premier series debut later that month in Sacramento, California, where he finished 24th and also competed in his career first 15/15 Bucking Battle.
• While he fell just short of qualifying for the PBR World Finals, Chandler finished then a career-best No. 51 in the world.

2019-2020
• After a dismal 2019 when he finished ranked No. 140 in the world, Chandler reached new career heights in 2020.
• Chandler began the year on a high note, finishing second at the Oakland, California Pendleton Whisky Velocity Tour stop.
• Less than three months later, Chandler captured the Velocity Tour victory in Worcester, Massachusetts to return to the premier series for the first time since September 2018.
• Seizing the moment, Chandler rode to a ninth-place finish at the Kansas City, Missouri premier series stop, surging to No. 21 in the world.
• Chandler competed at the subsequent four Unleash The Beast tour stops, finishing a career-best fourth in Duluth, Georgia, before sustaining a hip injury which sidelined him from May until the Pendleton Whisky Velocity Tour Finals in November.
• The Texan concluded the year with his career-first qualification to the PBR World Finals where he finished 13th to end the year a career-best No. 30 in the world.
#31 CLAUDIO MONTANHA JR.

One of the latest bull riding stars to emerge from Brazil, Claudio Montanha Jr. has been a consistent force on the league’s premier series since making his debut in the United States in 2017. Despite not beginning his career until his teen years, Montanha’s natural aptitude for the sport is undeniable.

JOURNEY TO THE PBR:

• Unlike many riders, Claudio Montanha Jr. came to the sport of bull riding later in life; but that hasn’t stopped the Brazilian from mounting a successful career on the sport’s elite Unleash The Beast.

• Montanha began riding at 16, and competed in his first rodeo in his home country of Brazil at the age of 19.

CAREER IN REVIEW:

2014-2016

• While he rode on various other circuits, Montanha didn’t make his debut on the Brazilian Touring Pro Division (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.

2017

• 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.

2018-2019
• Montanha continued the momentum into 2018, logging numerous additional career firsts.
• The powerhouse Brazilian earned his first career premier series victory in March in Duluth, Georgia, and was back on top of the Can-Am cage in Billings, Montana one month later.
• Capping the season with a tenth-place finish at his second 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 qualified for the PBR World Finals for the third time, finishing the season No. 21 in the world.
• Among the year’s highlights included his win on the elite Unleash The Beast in Columbus, Ohio, and second-consecutive selection to Team Brazil, where the South American nation became the first ever back-to-back Champions at the debut Global Cup on American soil.

2020
• Despite missing a portion of the season after returning home to Brazil at the onset of the COVID-19 (coronavirus) pandemic, Montanha earned his fourth consecutive qualification to the PBR World Finals and finished No. 32 in the world.
• In 2020, Montanha again competed as a member of Team Brazil for the PBR Global Cup USA where his contingent finished third.
#33 JOAO HENRIQUE LUCAS

Despite being in his 30s, Joao Henrique Lucas is one of the newest faces within PBR’s rank of elite riders. Following a three-year career competing intermittently in his home nation of Brazil, Lucas pursued a fulltime career stateside in 2020, ascending to new career heights by concluding the season with his career-first PBR World Finals qualification. Lucas is now poised to continue climbing the ranks among the sport's best.

**WORLD FINALS QUALIFICATIONS**
1

**HOMETOWN**
BASTOS, BRAZIL

**RESIDENCE**
AUBREY, TEXAS

**HEIGHT** 5’7”
**WEIGHT** 174

**BORN**
4/3/90

**RIDING HAND**
LEFT

**CAREER EARNINGS**
$47,993.46*

**HIGH-MARKED RIDE**
88.5 POINTS ON SMOOTH OVER DURING ROUND 4 OF THE 2020 PBR WORLD FINALS IN ARLINGTON, TEXAS ON NOVEMBER 15, 2020

**CAREER IN REVIEW:**

**2017-2019**
• Joao Henrique Lucas made his PBR debut in May 2017 at the Brazilian Touring Pro Division event in Colatina, Espírito Santo where he finished sixth.
• Lucas competed at two additional PBR events that year, recording qualified rides at both tour stops, headlined by a seventh-place finish in Rancharia, São Paulo
• After competing at just one PBR event in 2018, Lucas ramped up his competition schedule in 2019, beginning the season stateside on the Touring Pro Division in Santa Maria, California, where he captured his career-first PBR victory.
• Lucas competed at four additional events in the United States before returning to his home nation where he rode in one final event before season’s end.

**2020**
• In 2020, Lucas once again launched his season on a high note in the United States, finishing sixth at the Touring Pro Division's event in Fort Worth, Texas.
• Following a runner-up and ninth-place finish at Pendleton Whisky Velocity Tour events, Lucas earned his first victory on the league’s expansion series when he dominated the field in Knoxville, Tennessee.
• As a result of his victory, Lucas earned a berth to the Unleash The Beast, making his debut on the premier series at the Iron Cowboy Major in Los Angeles.
• Continuing to compete on the league’s premier series following his first appearance, Lucas recorded his first ride on the elite tour a month later in Little Rock, Arkansas, where he was seventh.
• Lucas logged three additional Top-10 efforts on the Unleash The Beast before qualifying for his first PBR World Finals in November. Going 1-for-4 Lucas finished 19th at the season-culminating event to conclude the year a career-best No. 33 in the world.
#34 DAKOTA BUTTAR

Despite his quiet nature, Saskatchewan-native Dakota Buttar is one of Canada's most determined and talented bull riders. A four-time Glen Keeley Award Winner, Buttar actualized his dream of becoming a PBR Canada Champion in 2020, accomplishing the feat in record fashion by riding 11 consecutive bulls and winning three of his six rides compliments of scores on World Finals bucker Tykro Pound Sand.

## CAREER IN REVIEW:

2014-2016

• Buttar made his PBR debut in 2014, competing at the Canadian Touring Pro Division (TPD) event in Lethbridge, Alberta.
• Following his back-to-back Canadian Professional Rodeo Association bull riding Championships in 2014 and 2015, Buttar made a splash in the PBR in 2016.

## JOURNEY TO THE PBR:

• Canadian rider Dakota Buttar was born into a rodeo family. With a bull rider dad, barrel racing sister, and videographer mom, he had the upbringing and support to become one of the best bull riders to emerge from Canada in recent years.
• While Buttar played hockey as a child, drawing inspiration from cousin, and former NHL defenseman Darren Van Impe, he got on his first steer at age eight and was immediately captivated by the sport.
• Friend of former rider turned bullfighter Tanner Byrne, Buttar frequently rodeoed with Byrne as a child, with the two young athletes advancing through junior bull riding and the higher ranks in unison.
• 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.

## AWARDS

• FOUR-TIME GLEN KEELEY AWARD WINNER (2017-2020)
• FOUR-TIME PBR GLOBAL CUP TEAM CANADA QUALIFIER (2017-2020)
• 2020 PBR CANADA CHAMPION

## CAREER STATS

HOMETOWN
Kindersley, Saskatchewan

RESIDENCE
Eatonia, Saskatchewan

HEIGHT
5'7"

WEIGHT
135

BORN
11/6/92

RIDING HAND
Left

CAREER EARNINGS
$417,622.51*

HIGH-MARKED RIDE
90.5 points on Rising Sun in Milwaukee, Wisconsin, on October 7, 2018

## WORLD FINALS QUALIFICATIONS

4

AWARDS

• FOUR-TIME GLEN KEELEY AWARD WINNER (2017-2020)
• FOUR-TIME PBR GLOBAL CUP TEAM CANADA QUALIFIER (2017-2020)
• 2020 PBR CANADA CHAMPION

PHOTOS (COURTESY ANDY WATSON/BULL STOCK MEDIA)
• After a successful campaign during the first half of the 2016 season, including two event wins and 12 Top-5 finishes in Canada competition, Buttar made his Unleash The Beast debut in Tulsa, Oklahoma, in August.

• While he finished runner-up at the PBR Canada Finals, Buttar was given the opportunity to compete at the Pendleton Whisky Velocity Tour (PWVT) Finals after PBR Canada Champion Ty Pozzobon was unable to compete due to injury.

• Finishing sixth, Buttar earned enough points to end the regular season No. 35 in the world standings, qualifying him for his first-ever World Finals.

• Buttar was one of four Canadians competing that year, the most since 2012, and he went 2-for-5 on his way to a career-best 11th place finish.

**2017-2018**

• In 2017, his first full year competing on PBR’s premier tour, despite battling a persistent elbow injury, which caused him to switch to a Brazilian bull rope, Buttar recorded eight Top-10 finishes, including his first event win on the elite tour in October in Nampa, Idaho.

• The Saskatchewan man again reached the PBR World Finals, going 1-for-4 to finish 16th.

• Buttar then returned to his home country to ride as a part of Team Canada for the inaugural Global Cup in Edmonton, Alberta, where the host nation finished third.

• In 2018, Buttar continued to reach new career highs, including his first 90-point ride on the premier series in Columbus, Ohio in April when he was marked 90 points aboard Inferno and another 90-point score later that season, recording the high-marked ride of his career in October in Milwaukee, Wisconsin, on Rising Sun for 90.5 points.

• The Kindersley-native concluded the year a career-best No. 17 in the world standings.

• 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.

**2019**

• A third selection to represent Canada awaited Buttar in 2019, tapped to ride at the inaugural Global Cup USA, where he went 1-for-3.

• The season’s highlights also included Buttar earning his third consecutive Glen Keeley Award as he 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.

**2020**

• Buttar began the 2020 season strong, winning Round 2 of the season-launch Major in New York City en route to an eighth-place finish overall.

• While he competed twice more on the Unleash The Beast in 2020 and represented Team Canada at the Global Cup, Buttar’s focus was on home soil, keen to earn the year’s national championship.

• In Canadian competition, Buttar won three consecutive events and logged a record-tying 11 consecutive rides before being bucked off by Finning Drop Bear in late July.

• With a firm hold on the Canadian No. 1 ranking for nearly the entire season, Buttar concluded the year with his career-first PBR Canada Championship, holding off a hard-charging Zane Lambert at the 2020 PBR Canada Finals Week.

• En route to the national title, Buttar notably won the prestigious Glen Keeley Memorial, backed by a 90.5-point ride on World Finals bucker Tykro Pound Sand.
#35 LACHLAN RICHARDSON

Hailing from a family with a rich history in western sports, Lachlan Richardson is one of the league's preeminent Australian bull-riding talents. An established star in his home nation, Richardson has also excelled in the United States, winning his debut Unleash The Beast event at 18 years of age and then qualifying for seven consecutive PBR World Finals.

JOURNEY TO THE PBR:

• 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.

CAREER IN REVIEW:

2012

• 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, riding his first four bulls, including a first-place finish in the Championship Round with 89.5 points on Jack Daniel's After Party.

• Richardson earned a near permanent position on the premier series and concluded the year with a berth to his first World Finals, finishing the season No. 33 in the world.
2013-2016

• In the following three seasons, Richardson continued to find intermittent success. Qualifying to the World Finals each year, he finished No. 34 in the world in 2013, and No. 36 in both 2014 and 2015.

• Richardson’s career-best season then came in 2016 when he finished a career-high No. 16 in the world standings and set personal bests on the premier series 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 compliments of his first-ever 90-point ride on the elite tour, riding the previously unridden Seven Dust for 92.25 points.

• While 2016 should have ended in celebration for Richardson, at the season’s end, he faced a six-month recovery after completely tearing the bicep in his riding arm during Round 5 of the World Finals.

2017-2018

• Following his recovery, Richardson returned to competition in his home nation in May 2017, riding at the Touring Pro Division in Rockhampton, before travelling to the northern hemisphere for what would be an incredible summer 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, 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 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.

• In 2018, Richardson also rode for runner-up Team Australia at the Global Cup in Sydney.

2019-2020

• 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.

• In 2020, Richardson again kept his focus on earning the PBR Australia Championship, traveling to the United States just once when we was selected to ride for runner-up Team Australia at the 2020 PBR Global Cup USA.

• Locked in a fierce battle with Kleier for the Australian season-end title, Richardson won three event titles to begin the 2020 PBR Australia Grand Finals No. 2 in the nation. After sweeping the opening night of competition to inch within 29 points of No. 1 Kleier, Richardson’s title hopes came to a heart-breaking end, when a back hematoma he sustained in the initial rounds sidelined him for the last day of competition.

• He concluded 2020 No. 2 in PBR Australia and No. 35 in the world.
#36 TAYLOR TOVES

Texan Taylor Toves, a man of few words, possesses a wealth of bull riding talent. Ascending through the ranks of Texas high school competition, Toves is now a frequent competitor on the PBR’s elite Unleash The Beast, riding weekly amongst the world's best as he attempts the rankest bucking bulls on the planet.

JOURNEY TO THE PBR:

• Growing up, Louisiana native 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.

CAREER IN REVIEW:

2011-2017

• While Taylor Toves made his PBR debut in 2011 on the Touring Pro Division in Stephenville, Texas, he didn’t begin to establish a name for himself until 2017.
• In March, the now Texan 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, and he concluded the year No. 48 in the world.

WORLD FINALS QUALIFICATIONS
3

HOMETOWN
ALEXANDRIA, LOUISIANA

RESIDENCE
STEPHENVILLE, TEXAS

HEIGHT     WEIGHT
5‘8”    155

BORN
4/19/93

RIDING HAND
RIGHT

CAREER EARNINGS
$185,430.79*

HIGH-MARKED RIDE
89.75 POINTS ON MEDICINE MAN IN NAMPA, IDAHO, ON OCTOBER 16, 2020

JOURNEY TO THE PBR:

• Growing up, Louisiana native 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.

CAREER IN REVIEW:

2011-2017

• While Taylor Toves made his PBR debut in 2011 on the Touring Pro Division in Stephenville, Texas, he didn’t begin to establish a name for himself until 2017.
• In March, the now Texan 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, and he concluded the year No. 48 in the world.
2018-2019
• 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.

2020
• Continuing his momentum into 2020, Toves began the season recording qualified rides at the initial two Unleash The Beast tour stops, finishing 21st at the season-launch Major in New York City, and 14th the following weekend in Chicago, Illinois.
• Toves then traveled to Denver, Colorado to compete at the Velocity Tour event in concert with the National Western Stock Show, winning the tour stop.
• Following a dismal month, Toves snapped his ill fortunes in St. Louis, Missouri where he finished eighth.
• Throughout the remaining months of the season Toves continued to experience intermittent success, registering two additional Top-5 finishes before qualifying for his third career PBR World Finals.
#37 KYLER OLIVER

Hailing from and mentored by a family with a rich history in western sports, Oliver is a budding talent in the world’s top bull-riding organization. Making a late-season surge in 2020, Oliver qualified for his career-first World Finals, where he logged his first 90-point score to conclude the year a career-best No. 37 in the world. Having yet to compete for a full season with the PBR, his potential remains yet to be fully realized.

JOURNEY TO THE PBR:

• A third generation cowboy, Kyler Oliver hails from a family with a rich history in western sports. Oliver is the nephew of famed horse and dog trainer Cody Christensen. Additionally, Grandmother Sherry Oliver is an accomplished horse trainer and has qualified for the Ram Circuit Finals as a barrel racer.

• Getting on his first sheep at age three, Oliver was mentored in his early days by uncle Shane Oliver, a former professional bull rider with the PRCA, as well as family friends Wesley Silcox, the 2007 PRCA champion bull rider, and Tag Elliot, qualifier to the 2012 National Finals Rodeo.

• As his career progressed, Oliver, who competed in both bull riding and saddle bronc, travelled alongside now two-time PRCA All-Around World Champion Stetson Wright.

CAREER IN REVIEW:

2018-2020

• After making his PBR debut in July 26 at the Grand Junction, Colorado, Touring Pro Division (TPD) event, Oliver did not return to PBR action until 2019 when he finished third at the TPD stop in Dickinson, North Dakota.

• In 2020, Oliver, who competed at 12 regular-season events, had a breakthrough year in the PBR. While his season debut was in January at the Pendleton Whisky Velocity Tour event in Spokane, Washington, Oliver, who was simultaneously competing with the PRCA, hit a hot streak when he returned to PBR action in May.

• Riding at six TPD stops from late May through September, Oliver notched an event win, and an additional three Top-10 finishes, setting him on course to make a late-season surge to the PBR World Finals.
• In October, Oliver logged his first PBR victory, winning one of four Velocity Tour events in Casper, Wyoming. He netted a critical 37 world points, surged 31 positions in the standings, and climbed from No. 87 to No. 56 in the world.

• Oliver then punched his ticket to his career-first PBR World Finals compliments of a runner-up effort at the Velocity Tour Finals, propelling him to No. 37 in the world standings.

• At his debut World Finals, Oliver notably covered Chain Smoker for 90 points in Round 3, elevating him to an 18th-place finish overall at the season culminating event.

• He concluded the year a career-best No. 37 in the world standings.
#38 DAKOTA LOUIS

Of both Northern Cheyenne and Blackfeet descent, Dakota Louis is one of the top Native American riders in PBR. A persistent competitor, Louis had a break-through season in 2020, logging his best year with the league amid a career that has spanned nearly a decade.

AWARDS
• TWO-TIME PBR GLOBAL CUP TEAM USA WOLVES QUALIFIER

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

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

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

2020
• After nine seasons with the PBR, Louis broke through in 2020.
• After registering six Top-10 finishes through the first two months of the season, Louis was again selected to Team USA Wolves for the 2020 PBR Global Cup USA, before returning to the Unleash The Beast in late-February for the St. Louis tour stop where he was 16th.
• In July, Louis won the Touring Pro Division event in Shipshewana, Indiana, helping to propel him to a near permanent position on the elite tour the remainder of the season.
• Louis went on to log a Top-10 effort, finishing a career-best seventh in Billings, Montana, before qualifying for his career-first PBR World Finals.
• Finishing 19th at the season-culminating event, Louis concluded 2020 ranked a career-best No. 38 in the world.
#39 BROCK RADFORD

As one of the hottest talents to emerge from Canada in recent years, Brock Radford parlayed strong performances on home soil into a berth onto the global stage. Excelling on the elite Unleash The Beast, Radford has twice competed at the World Finals and has been a key competitor on Team Canada at the prestigious Global Cup.

JOURNEY TO THE PBR:

• Brock Radford grew up in a family with rich traditions and success in the western sports world. His father Max, who hails from Australia, rode broncs and steer wrestled, while his grandmother, rodeo pioneer Isabelle Miller, is a two-time Canadian champion barrel racer.

• Radford fell in love with the sport when he rode his first steer. He got on his first bull at 14, and some of Radford’s fondest moments from his early years as a competitor are traveling to events with his whole family.

• Radford also fondly remembers annually attending the Glen Keeley Memorial Bull Riding, which fueled his love for bull riding.

CAREER IN REVIEW:

2013-2017

• Brock Radford competed in his first PBR event in April 2013, competing at the Fort St. John, British Columbia PBR Canada Touring Pro Division (TPD) stop.

• While he didn’t return to the PBR ranks again that season, he recorded his first Top-10 finish in 2014, before reaching his career-first PBR Canada Finals in 2015.

• After having a breakout season in 2016, where he logged eight Top-10 finishes, Radford was nothing short of electric in 2017.

AWARDS

• THREE-TIME PBR GLOBAL CUP TEAM CANADA QUALIFIER (2017-2018, 2020)

WORLD FINALS QUALIFICATIONS

2

HOMETOWN

DE WINTON, ALBERTA, CANADA

RESIDENCE

OKOTOKS, ALBERTA, CANADA

HEIGHT

5’9”

WEIGHT

160

BORN

5/27/95

RIDING HAND

LEFT

CAREER EARNINGS

$176,610.09*

HIGH-MARKED RIDE

89 POINTS ON STRETCH DURING ROUND 1 OF THE 2020 PBR WORLD FINALS IN ARLINGTON, TEXAS ON NOVEMBER 12, 2020
• He won his first PBR event in May, taking the title in Swift Current, Saskatchewan, as the only rider to go a perfect 2-for-2.
• After racking up three additional Top-10 finishes, Radford hit an unprecedented hot streak, winning four consecutive PBR Canada TPD events. Collectively, Radford netted $18,445.85 CAD, 1,340 Canadian points and 271.33 world points. He propelled to the top of the Canadian national standings and rocketed to No.36 in the world standings.
• Radford crossed into the Top 35, the threshold for a berth onto PBR’s elite series after finishing fourth in September at the Glen Keeley Memorial Bull Riding.
• He made his premier series debut that September in Springfield, Missouri. Before year’s end, he rode at two additional tour stops, logging his first two qualified rides in Uniondale, New York where he finished 12th. Adding to his record year, Radford also competed as a member of Team Canada at the inaugural Global Cup, adding one qualified ride to help the nation finish third overall.

2018-2019

• Radford’s momentum continued to roll in 2018. After beginning his season with two Top-10 efforts in Australia, the Albertan competed at two Unleash The Beast events in January before beginning his Canadian campaign.
• Radford finished third and second in back-to-back Canadian Touring Pro Division events, then won the season-launch Canadian Cup Series event in Calgary in March.
• As the season progressed, Radford continued to bounce back-and-forth between home soil events and premier series tour stops stateside. However, his season hit a significant bump in early August when he tore his ACL while competing at a CPRA event in Jasper, Alberta which sidelined him for two months.
• On home soil, Radford remained a top contender for the year-end championship throughout the season, logging two event wins and seven accompanying Top-5 efforts ahead of the PBR Canada Finals.
• His successes also allowed him to reach the PBR World Finals as an alternate. While he made his debut at the season-culminating event in Round 3, he failed to record a qualified ride.
• Radford’s season ended at the 2018 PBR Canada Finals where his cowboy grit was on full display. Radford persisted through the pain of a knee injury with the year-end championship decided by the final out. While he was awarded a re-ride in the championship round, his 85-point score was not enough to earn the title, finishing No. 2 for the season-consecutive season.
• Undergoing knee surgery at year’s end, Radford was sidelined until July 2019, making his return to competition in time for the Calgary Stampede.
• Despite his limited season, Radford dominated on home soil, registering 11 Top-5 finishes before finishing the year No. 6 in the PBR Canada national standings. He also returned to the elite Unleash The Beast twice, competing in both Nashville and Anaheim, California.

2020

• In full health, Radford began the 2020 season determined to earn a PBR Canada Championship and return to the PBR World Finals.
• Following two Canadian events, including a runner-up effort in Lloydminster, Radford travelled to the United States to compete in the first three premier series events of the year.
• After a brief return to Canada for the season-launch Cup Series event in Calgary, where he won the inaugural 5/5 Bucking Battle, Radford once again found himself stateside for an additional two regular-season Unleash The Beast events and as a member of Team Canada for the 2020 PBR Global Cup USA.
• Radford then returned home at the onset of the COVID-19 (coronavirus) pandemic, and rode in electric fashion when Canadian events resumed, winning one of the two closed Cup Series events held in Lethbridge in late-July.
• While Radford failed to earn the national title, finishing No. 3 in the year-end national standings, he actualized his goal of returning to the World Finals, qualifying as an alternate and beginning the competition in Round 1.
• Going 1-for-4 at the season-culminating event to finish 19th, Radford concluded the year No. 39 in the world.
#40 DALTON KASEL

Dalton Kassel has made one of the greatest rises through the PBR ranks in recent league history. Following a lacerated kidney in 2018, the Texan made his premier series debut in the second-half of 2019. Kasel not only covered his first-ever Unleash The Beast draw, but went on to record two 90-point rides and win one regular-season event before qualifying for his career-first PBR World Finals, where he finished 12th and claimed the Rookie of the Year honor. While injury sidelined this confident Texan throughout 2020, he is anticipated to be a force in 2021.

WORLD FINALS QUALIFICATIONS
2

HOMETOWN
MULESHOE, TEXAS

RESIDENCE
MULESHOE, TEXAS

HEIGHT     WEIGHT
5'10"    140

BORN
12/28/98

RIDING HAND
LEFT

CAREER EARNINGS
$241,712.24*

HIGH-MARKED RIDE
92 POINTS, TWICE, MOST RECENTLY ON FEARLESS IN NAMPA, IDAHO ON OCTOBER 19, 2019

JOURNEY TO THE PBR:

• From the very beginning, the odds were stacked against Dalton Kasel becoming a world-class athlete at the top of his sport. Born premature, Kasel weighed only five pounds when his parents adopted him.
• After getting on a rocking horse at the age of one, by the time he was three, he was acting as if the wooden equine were one of PBR’s rankest bulls.
• Growing up on a farm in west Texas, Kasel was immersed in the western lifestyle throughout his childhood. In their home in Muleshoe, he and his dad, Tim, frequently tuned into the PBR’s television broadcasts. Afterwards, Tim would get down on the floor, and Kasel would climb on this back.
• Kasel attended his first riding camp when he was 11 years old, and got on his first bull at 14. After graduating high school, Kasel enrolled at Howard College in Big Spring, Texas, and began competing on the college rodeo circuit.
• Despite sustaining a lacerated kidney in 2018 after he was stepped on, a resilient Kasel bounced back to finish second at the College National Finals Rodeo in 2019. Kasel then began what will go down in history as one of the greatest rises through the PBR ranks in league history.

AWARDS
• 2019 PBR ROOKIE OF THE YEAR
CAREER IN REVIEW:

2019

• Kasel made his PBR debut in March in Belton, Texas. On June, 1 he was still unranked, with zero world points. It didn't take long, 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 then 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 88.75-point ride aboard Sun Country. He finished seventh overall for 105 world points to rise to No. 37 in the world.

• After a 15th place result the next weekend in Houston, Kasel showed he was at PBR's elite level to stay at the fourth and Final Major in Nashville. Competing at his first Major, after winning Round 1 with an 89.25-point ride on Kamabugu, Kasel won Round 2 with the eighth highest score of the regular-season on the premier series, a 92-point ride on Fearless – his first 90-point effort on the Unleash The Beast. Kasel rose from No. 37 at the start of the event to No. 21.

• After a sixth place result in Anaheim, 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 catapulted him to No. 15 in the world.

• In Minneapolis, Kasel finished fourth to surge from No. 15 to No. 10 in the world. Kasel remained No. 10 in the world heading into the final regular-season event of the year in Nampa, where he finally hit gold, going a perfect 3-for-3, again covering Fearless for 92 points, winning his first Unleash The Beast event, and rising to No. 7 in the world.

• His season concluded in Las Vegas, where after finishing 12th at his debut World Finals, Kasel was crowned the 2019 PBR Rookie of the Year as the No. 8 ranked rider in the world.

2020

• After undergoing groin surgery at the end of 2019, Kasel returned to competition in February 2020 for the Iron Cowboy Major in Los Angeles. However, Kasel was quickly sent back to the sidelines, aggravating his groin injury when bucked off by Oscar's Ghost in 5.59 seconds inside the STAPLES Center.

• Sideline until late April, Kasel resumed his season at the historic closed events in Guthrie, Oklahoma following the onset of the COVID-19 (coronavirus) pandemic. He finished third at the second iteration of made-for-television shows, appearing to be back in championship-contending form.

• However, Kasel's season was once again plagued by injury, and he needed yet another surgery for his groin after aggravating the ailment at the inaugural Monster Energy Team Challenge in July.

• Kasel returned for the final regular-season Unleash The Beast event, and going on to ride at the Pendleton Whisky Velocity Tour Finals where he was seventh.

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

After experiencing great success competing PBR Brazil, Rafael Henrique dos Santos brought his talents stateside in 2020. Making a splash on the elite Unleash The Beast compliments of a Top-5 effort in his debut, Santos continued to ride well as the season progressed. Falling just short of his goal of qualifying for his first PBR World Finals, Santos is anticipated to be an electric contender in 2021.

HOMETOWN
SEBASTIANÓPOLIS, BRAZIL

RESIDENCE
DECATUR, TEXAS

HEIGHT
5'6"

WEIGHT
139

BORN
8/18/95

RIDING HAND
LEFT

CAREER EARNINGS
$40,678.18*

HIGH-MARKED RIDE
89.25 POINTS ON WHY HELL YA IN NAMPA, IDAHO ON OCTOBER 16, 2020

CAREER IN REVIEW:

2016-2019

• Rafael Henrique dos Santos made his PBR debut in March 2016, riding at the Brazilian Touring Pro Division (TPD) event in Nhandeara, São Paulo where he was sixth.

• Competing at six additional events in his debut year riding amongst the PBR ranks, Santos won his first event in July at the TPD stop in Quirinópolis, Goiás. He concluded the year ranked No. 17 in the Brazilian national standings.

• Remaining in Brazil for the subsequent three seasons, Santos continued to excel.

• In 2017, he climbed the national standings, concluding the year ranked No. 11 winning one event, along with an accompanying five Top-10 finishes.

• After being mired in a slump in 2018, Santos bounced back in 2019, improving from No. 20 to No. 2 in the year-end standings.

• Santos’ 2019 season included an event victory in Colatina, Espírito Santo, and a third-place finish at the PBR Brazil Finals.

2020

• In 2020, despite a late start to the season, Santos made his PBR debut in the United States, competing for the first time in the United States when he rode at the elite Unleash The Beast event in Guthrie, Oklahoma.

• Making a splash in his debut, Santos finished fourth, and earned a position to compete at the subsequent two Unleash The Beast tour stops.

• Following a limited summer competition series, where he registered one Top-10 finish, seventh in Prairie Grove, Arkansas, Santos was a near permanent face for the entirety of the elite Unleash The Beast second half.

• While Santos logged three Top-10 finishes, he fell just short of qualifying for his career-first PBR World Finals.

• Santos concluded the unique season ranked No. 41 in the world.
#42 AMADEU CAMPOS SILVA

After getting his start in his home nation of Brazil, Amadeu Campos Silva has brought his talents stateside, eager to make a name for himself amongst the world’s best on the elite Unleash The Beast. Qualifying to his career-first World Finals in 2020 after competing intermittently on the elite tour, Silva will look to continue his momentum in 2021 and reach even further career heights.

WORLD FINALS QUALIFICATIONS

1

HOMETOWN
ATAIR, BRAZIL

RESIDENCE
GAINESVILLE, TEXAS

HEIGHT
5’9”

WEIGHT
139

BORN
9/11/98

RIDING HAND
LEFT

CAREER EARNINGS
$38,129.79

HIGH-MARKED RIDE
87.5 POINTS ON REAL GUN IN GUTHRIE, OKLAHOMA ON MAY 16, 2020

CAREER IN REVIEW:

2017-2019

• In 2017, Amadeu Campos Silva made his PBR debut, competing at his home nation Touring Pro Division event in Aquidauana, Mato Grosso do Sul.
• After finishing ninth at that event, Silva did not return to the PBR ranks until 2018, when he rode at two tour stops, notably finishing second Jaguariúna, São Paulo.
• In 2019, Silva travelled to the United States, making his season debut in February at the Pendleton Whisky Velocity Tour in Edinburg, Texas.
• After struggling to find his rhythm stateside, recording just two Top-10 finishes through 12 events, Silva concluded the year in Brazil. He capped the year with a runner-up effort at the 2019 PBR Brazil Finals.

2020

• In 2020, Silva again travelled to the United States with what would be a career-best season on his horizon.
• He made his Unleash The Beast debut in mid-January in Manchester, New Hampshire, where he finished 16th.
• Silva then returned to the Pendleton Whisky Velocity Tour ranks logging three Top-10 finishes through five events before returning to the elite Unleash The Beast in Little Rock, Arkansas in March.
• Shut out in both Arkansas, and at the subsequent tour stop in Duluth, Georgia, Silva found his groove in Guthrie, Oklahoma, when PBR resumed competition following the onset of the COVID-19 (coronavirus) pandemic.
• After a 12th-place finish at the first elite tour event inside Lazy E Arena, Silva finished the trio of tour stops with a career-best, seventh-place result.
• On tour the remainder of the season, Silva concluded the season with his career-first berth to the World Finals to finish No. 42 in the world.
#43 JUNIOR PATRIK SOUZA

Junior Patrik Souza made his PBR debut in conspicuous fashion, winning his first-ever event with the league. In the seasons since, Souza’s stock has continued to rise, gaining further momentum in the two most recent seasons when he relocated to the United States in an effort to earn a spot on the elite Unleash The Beast.

HOMETOWN
SONORA, BRAZIL

RESIDENCE
BOYD, TEXAS

HEIGHT
6’0”

WEIGHT
171

BORN
7/5/93

RIDING HAND
LEFT

CAREER EARNINGS
$54,443.19

HIGH-MARKED RIDE
87 POINTS ON TYKRO POUND SAND IN NAMPA, IDAHO ON OCTOBER 16, 2020

CAREER IN REVIEW:

2017-2018
• Junior Patrik Souza made his PBR debut with a splash, winning the Brazilian Touring Pro Division event in Maringá, Paraná.
• Continuing the momentum in his rookie season, Souza won his second event two months later in Iturama, Minas Gerais, before concluding the season with a fifth-place effort at the PBR Brazil standings to end the year No. 3 in the national standings.
• After a stellar first season, the subsequent year, in 2018, Souza competed at just one PBR event where he went 1-for-3 to finish 22nd.

2019-2020
• In 2019, Souza relocated to the United States looking to further grow his career and reach the elite Unleash The Beast. In September, the rising Brazilian won his first Pendleton Whisky Velocity Tour event at the expansion series’ stop in Syracuse, New York.
• Compliments of his win, in October, Souza made his debut on the elite Unleash The Beast in Minneapolis, Minnesota.
• Souza concluded his 2019 season in his home nation, finishing seventh at the PBR Brazil Finals.
• He finished the season ranked No. 43 in the world.
• Souza continued to find success stateside in 2020, recording two Top-5 efforts on the Velocity Tour before returning to the elite Unleash The Beast in Little Rock, Arkansas in March.
• A near permanent face on the premier series in the second half, Souza had a breakthrough performance in mid-September in Des Moines, Iowa, where he was third.
• Souza’s 2020 season came to an end in Sioux Falls, South Dakota, narrowly missing out on a berth to the PBR World Finals after he finished 15th at the Pendleton Whisky Velocity Tour Finals.
#44 ALEX CARDOZO
One of PBR’s veterans, Alex Cardozo is no stranger to the highs and lows of the sport of bull riding. In 2015, the Brazilian sensation had his breakthrough season end in heartbreaking fashion, breaking both his neck and back during Round 3 of his career first PBR World Finals. Determined to return to his championship-contending form the seasons since, Cardozo has persistently pursued a more consistent return to the league’s elite tour.

**WORLD FINALS QUALIFICATIONS**
2

**HOMETOWN**
INDAIATUBA, BRAZIL

**RESIDENCE**
LOVING, TEXAS

**HEIGHT** 5’6”
**WEIGHT** 160

**BORN**
3/16/90

**RIDING HAND**
RIGHT

**CAREER EARNINGS**
$153,000.27

**HIGH-MARKED RIDE**
88 POINTS ON TEXICALI IN ALLENTOWN, PENNSYLVANIA ON SEPTEMBER 26, 2015

**CAREER IN REVIEW:**

**2013-2014**
• In 2013, Brazilian Alex Cardozo made his PBR debut, competing at the Touring Pro Division event in Hico, Texas, where he finished seventh.
• Two months later, Cardozo rode to his first event victory, topping the field in Tupelo, Mississippi.
• In 2014, Cardozo’s momentum continued to grow, registering nine Top-10 efforts, before finishing inside the world’s Top 100, concluding the year ranked No. 80.

**2015-2016**
• Cardozo had a breakthrough season in 2015. After winning two Touring Pro Division events to start the season, in both San Antonio, Texas, and Pueblo, Colorado, Cardozo went on to win his career first Pendleton Whisky Velocity Tour event in February in Little Rock, Arkansas.
• In late February, Cardozo made his Unleash The Beast debut at the Iron Cowboy Major in Arlington, Texas, and was a near permanent presence on the premier series for the remainder of the year.
• After being shut out in seven Unleash The Beast events, Cardozo found his footing on the elite tour in Colorado Springs, Colorado where he finished seventh.
• Remaining active throughout the summer months, Cardozo notched an event victory and four accompanying Top-10 finishes to earn 80 world points, remain inside the Top 35 and return to the Unleash The Beast at the start of the second half.
• Cardozo concluded the year with his career-first berth to the PBR World Finals; however, the celebration was short lived.
• Bucked off by Fire House in Round 3, Cardozo broke both his neck (C6-7) and back (T5), sidelining him until February 2016. Despite the disappointing finish to the year, Cardozo concluded the 2015 season ranked a career-best No. 34 in the world.
• In his first season back, Cardozo was slow to rebound, recording one event win and three additional Top-10 efforts before finishing 2016 No. 118 in the world.

2017-2020
• In 2017, Cardozo appeared to be back in his championship-contending form. After starting the season early with a fifth-place effort on the Touring Pro Division event in Goliad, Texas, Cardozo made a splash at the season-launch Unleash The Beast Major in New York City finishing 25th.
• In the following week, Cardozo rode to a sixth-place result at the Velocity Tour event held in tandem with the Denver Stock Show, before finishing eighth at the Unleash The Beast event in Chicago, Illinois.
• As the season progressed, Cardozo continued to bounce between tours, registering one Velocity Tour victory before finishing the year No. 53 in the world.
• After injury significantly limited Cardozo’s 2018 season, in 2019, he was back inside the world’s Top 100, concluding the year No. 83.
• In 2020, Cardozo delivered what is statistically the second-best season of his career.
• Returning to the World Finals for the first time since breaking his neck in 2015, Cardozo finished No. 44 in the world.
• Throughout the regular-season, Cardozo notched eight Top-10 finishes across all levels of competition.
• returning to the elite Unleash The Beast in Little Rock, Arkansas in March.
• A near permanent face on the premier series in the second half, Souza had a breakthrough performance in mid-September in Des Moines, Iowa, where he was third.
• Souza’s 2020 season came to an end in Sioux Falls, South Dakota, narrowly missing out on a berth to the PBR World Finals after he finished 15th at the Pendleton Whisky Velocity Tour Finals.
#45 MARCUS MAST

With his love for the sport sparked by his exposure to livestock growing up on an Amish farm in the Midwest, Marcus Mast has been persistent in his pursuit of being a regular-competitior with the world’s Top 35 bull riders on the elite Unleash The Beast. After qualifying to his career-first PBR World Finals in 2020, Mast is poised to continue reaching other critical career milestones in seasons to come.

JOURNEY TO THE PBR:

- Growing up on an Amish farm, Marcus Mast has been surrounded by livestock from a young age.
- At the age of seven, Mast first became intrigued by bull riding as a family friend exposed him to the sport.
- Immediately drawn to bull riding, Mast began to pursue a career in this sport, making his PBR debut in 2013.
- While pursuing his own career, Mast had already begun to give back, serving as a coach for up-and-coming talents from his local area, including Kevin Wickey who he narrowly edged for the 2017 Mid States Rodeo Association Championship.

CAREER IN REVIEW:

2013-2018

- In 2013, Marcus Mast made his PBR debut in June, competing at the Touring Pro Division event in Guthrie, Oklahoma.
- Mast wouldn’t return to league events until 2015, when he competed in six different events and logged two Top-10 efforts. His best finish of the year came at his season-debut, finishing fifth at the Touring Pro Division event in Madison, Wisconsin.
- Throughout 2016 and 2017, Mast struggled to find momentum, recording a total of two Top-10 finishes in the two seasons.
- In 2018, however, Mast’s stock began to rise, finishing just outside the world’s Top 100, twice finishing runner-up on the Touring Pro Division.
2019-2020

• In 2019, Mast reached new career heights. At his first event of the new year, Mast earned his career-first PBR victory, topping the event field in Rainsville, Alabama.

• Mast went on to notch two Top-5 finishes on the Pendleton Whisky Velocity Tour before earning his first berth to the elite Unleash The Beast in March in Little Rock, Arkansas.

• Briefly returning to the Velocity Tour, Mast was back on the elite tour by month's end, stringing together three events where he registered qualified rides, headlined by a 13th-place finish at the three-day tour stop in Sioux Falls, South Dakota.

• Mast's season concluded just short of the World Finals, finishing a then career-best No. 54 in the world.

• In 2020, the Indiana native's momentum continued to roll: he notched two Top-10 finishes on the elite Unleash The Beast, including a ninth-place result in Guthrie, Oklahoma, and his season ended with a career-first appearance at the PBR World Finals.

• Mast concluded the year a career-best No. 45 in the world.
#46 LUCIANO DE CASTRO

After beginning his career in his home country, 2015 PBR Brazil Champion Luciano de Castro has become one of the latest bull riders from the South American nation to take the PBR by storm. After logging back-to-back Top 10 seasons in 2018-2019, Castro struggled in 2020 and will be keen to rebound in 2021 to contend for his first World Championship title.

JOURNEY TO THE PBR:
• Growing up with a bull stock contractor for a father, Luciano de Castro developed a passion for the sport of bull riding at a young age.
• While he didn’t begin his competitive career until age 16, Castro has been a rising star ever since, leading some to liken him to 2017 PBR World Champion Jess Lockwood, and leading standout Brazilian riders Adriano Moraes, Silvano Alves, Guilherme Marchi and Wallace de Oliveira to note his natural talent for the sport.

CAREER IN REVIEW:
2015-2016
• Luciano de Castro made his PBR Brazil debut in 2015, winning two events, including the PBR Brazil Finals, and logging six additional 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 one event victory and six accompanying 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.
2017-2019

- 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 and concluded the year No. 25 in the world.
- The 2018 season for Castro was one to remember as the young Brazilian earned his first Unleash The Beast event win in Little Rock, Arkansas, followed by a second win later that season in Austin, Texas.
- Castro also notched his first 15/15 Bucking Battle victory in 2018, dominating the special round in Columbus, Ohio.
- 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.

2020

- The 2020 season was uncharacteristically tough for the gritty Brazilian. Battling a chronic hip injury, Castro logged just one Top-10 finish through the first two months of the season, finishing ninth at the Iron Cowboy Major, before being cut from the elite Unleash The Beast.
- When the summer season began, Castro was making the 8 more consistently, logging four Top-10 efforts through August and July.
- Castro continued to capitalize on opportunities to compete, earning two Top-5 efforts through the quartet of Pendleton Whisky Velocity Tour events in Casper, Wyoming, in October, and both winning and finishing runner-up at the Llano, Texas Touring Pro Division event.
- Reaching the World Finals as an alternate, Castro went 2-for-4 en route to a 27th-place finish and finishing No. 46 in the world.
- Amidst the unique season, Castro also competed for third-place Team Brazil at the 2020 PBR Global Cup USA.
#47 PAULO LIMA

One of the biggest moments of Paulo Lima's career came in one of the world’s most iconic venues - Madison Square Garden in New York City. Delivering a perfect 4-for-4 performance, and riding the event’s bonus bull for an added $25,000, Lima won the season-launch Major in 2017 to establish himself as a bull rider to watch.

**JOURNEY TO THE PBR:**

- Under the tutelage of his father, Paulo Lima began riding steers at the age of eight, quickly advancing to larger stock, and making his PBR debut in 2010.

**CAREER IN REVIEW:**

**2010-2011**

- Paulo Lima made his PBR debut in January 2010 at the iconic Touring Pro Division event in Colorado, held in concert with the National Western Stock Show in Denver.
- Despite briefly returning home to Brazil, Lima was quick to reach the elite Unleash The Beast ranks, making his premier series debut in April in Billings, Montana where he finished 26th.
- A near permanent face on the elite tour the remainder of the season, Lima broke through in May when he finished runner-up in Pueblo, Colorado, before earning his first event win in September in Greenville, South Carolina.
- Lima concluded his rookie season with a sixth-place finish at the 2010 PBR World Finals, ending the year No. 23 in the world.
- Lima continued to rise in 2011, finishing No. 19 in the world. He won two additional events and finished the year with his second consecutive World Finals qualification, where he was 16th, ranked No. 19 in the world.

**2012-2016**

- Despite his initial success, Lima battled the Unleash The Beast cutline in both 2012 and 2013, finishing the years ranked No. 41 and No. 47, respectively, in the world.

**WORLD FINALS QUALIFICATIONS**

3

**HOMETOWN**

BEZERROS, PE, BRAZIL

**RESIDENCE**

DECATUR, TEXAS

**HEIGHT**

5'7"

**WEIGHT**

163

**BORN**

9/14/85

**RIDING HAND**

LEFT

**CAREER EARNINGS**

$610,772.94

**HIGH-MARKED RIDE**

92.25 POINTS ON CROSSWIRED IN OKLAHOMA CITY, OKLAHOMA ON FEBRUARY 13, 2011
• After his 2014 season was impacted by injury, Lima began to rebound in 2015, concluding the year No. 66 in the world.
• It was in the 2016 season, however, when the Brazilian established a place for himself as a constant on the elite Unleash The Beast as one of the Top 35 riders in the world.
• After winning the first two Velocity Tour events and covering six consecutive bulls across the first three events, Lima continued to open his season with a bang by winning the first Major of the year in New York City at Madison Square Garden in his first elite tour event of 2016.
• Lima won one of the highest-profile events in the sport with a 4-for-4 performance, highlighted by riding the event's bonus bull Cochise for 90 points, earning an additional $25,000.
• Just weeks into the season, Lima had already reached a career-high for season earnings following the event in New York City with $151,704.40.
• Compliments of the victory, Lima also vaulted to the top of the world standings, and held the No.1 ranking for five consecutive weeks.
• At 2016 season’s end Lima finished 20th at the World Finals event and a career-best No. 12 in the world standings.

2017-2020
• After his break-through 2016 season, Lima has struggled to recapture his championship-contending form. After being cut from the Unleash The Beast in March 2017, Lima returned home to Brazil and didn’t compete in PBR action again until October, concluding the season with three appearances on the Pendleton Whisky Velocity Tour.
• Back in the United States full time in 2018, Lima won one of the first Velocity Tour events of the new season in Ontario, California, and logged three additional Top-5 efforts before returning to the Unleash The Beast in mid-February in Anaheim, California.
• Riding at nine additional Unleash The Beast regular-season events, Lima concluded the year at the World Finals where he was 16th and ended the year No. 44 in the world.
• The subsequent 2019 and 2020 seasons were once again rollercoaster years for the poised Brazilian. Intermittently appearing on the premier series both years, he finished the year’s ranked No. 60 and No. 47, respectively, in the world.
#49 CODY CASPER

A first-generation cowboy, Cody Casper is one of the most determined cowboys in the PBR, capitalizing on every competitive opportunity in both the United States and abroad to actualize his dream of qualifying for the PBR World Finals and one day being crowned a World Champion.

## Journey to the PBR:

- A first-generation cowboy, Cody Casper was inspired by his stunt man father who was sent to a bareback riding school for training.
- As a child Casper was always captivated by the sport of bull riding which he would watch annually with his family while attending a rodeo in Roy, Washington.
- At age 11, Casper got on his first steers. At the insistence of his father, he attended two bull riding clinics. He then began to enter junior rodeos. Throughout his amateur career, Casper was twice the Northwest Junior Rodeo Association year-end winner, a two-time National High School Rodeo finalist, and finished second in the Washington State High School Rodeo association once.

## Career in Review:

### 2014-2017

- While Cody Casper made his PBR debut in January 2014, competing at the Touring Pro Division event in Spokane, Washington, he didn't return to the league's ranks until 2015, riding at events in both the United States and Canada.
- In 2015, Casper logged three Top-10 finishes, led by a seventh-place result at the Touring Pro Division stop in Pendleton, Oregon.
- Continuing to progress, then 23 year-old Casper showed more promise in the 2016 season, earning 11 Top-10 finishes. His season was headlined by his accomplishments in Canada, including his top finish of the year in Swift Current, Saskatchewan, where he was third.

### World Finals Qualifications

1

**HOMETOWN**
BUCKLEY, WASHINGTON

**RESIDENCE**
NEWPORT, WASHINGTON

**HEIGHT**
5’7”

**WEIGHT**
145

**BORN**
1/25/93

**RIDING HAND**
RIGHT

**CAREER EARNINGS**
$91,240.68*

**HIGH-MARKED RIDE**
87.5 POINTS ABOARD SPACE FORCE ON APRIL 26, 2020 IN GUTHRIE, OKLAHOMA
• In 2017, Casper continued to reach new career heights, once again excelling in the Canadian ranks. He logged his first PBR event win when he topped the field at the Canadian Cup Series event in Ottawa, Ontario, and won an event that season, again in Canada when he dominated the Touring Pro Division event in Magrath, Alberta. He concluded the year ranked No. 6 in the Canadian national standings, and No. 61 in the broader PBR world standings.

2018-2020

• Casper’s momentum continued to roll in 2018, with the Washington native reaching the elite Unleash The Beast for the first time in his career in April when he rode at the Billings, Montana, tour stop.

• While he didn’t return to the top tour again until the following September in Fairfax, Virginia, in 2019, Casper won his first event in the United States at the Touring Pro Division event in Prescott Valley, Arizona, which he complimented with yet another Canadian victory, earned in Edgerton, Alberta.

• Flashing forward to 2020, Casper put together his most successful season to date.

• An early-season win in Portland, Oregon on the Pendleton Whisky Velocity Tour and a fifth-place finish at his home state Spokane Invitational earned Casper his third appearance on the Unleash The Beast, and started his longest stint on the tour, appearing in 14 events during the season, and picking up two Top 10 finishes.

• Casper concluded the season with his career-first PBR World Finals appearance, ranked a career-best No. 49 in the world.
#71 CODY JESUS

Often called “The pride of the Navajo Nation,” soft-spoken Cody Jesus has made a statement amongst the world’s best bull riders in recent seasons. Rising from humble beginnings, and persisting through nagging injury, Jesus has twice finished inside the world’s Top 35 in four seasons with the league.

**AWARDS**
- Two-Time PBR Global Cup Team USA Wolves Qualifier
- 2018 CBR Champion
- 2016 INFR Bull Riding Champion
- 2015 Navajo Nation Champion Bull Rider

**JOURNEY TO THE PBR:**
- While his father Vernon was a local bareback rider, Cody Jesus’ interest in the sport of bull riding was sparked by the movie “8 Seconds.” The intrigue he experienced as a child when watching the movie about legendary rider Lane Frost 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, his practice moved to the barrel’s real-life equivalent when Jesus’ mom purchased his first practice bull.
- As one of eight children, and from a family that didn’t have electricity or running water until he was 14, Jesus was committed to self-funding his dream by doing numerous jobs including pinon nut-picking and recycling bottles and cans to earn enough money to enter his initial events.

**CAREER IN REVIEW:**

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

2018

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.

Jesus used an impressive win on the Velocity Tour in front of his hometown crowd in Window Rock, 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 at the season-ending event to finish 18th and conclude the year No. 35 in the world.

2019-2020

The Navajo bull rider was then a consistent presence on the Unleash The Beast throughout 2019, although 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 won his first 15/15 Bucking Battle in February in Oklahoma City. Jesus topped the special round with a 91.5-point score on Cochise, the first 90-point ride of his Unleash The Beast career.

Making his second appearance at the PBR World Finals at season’s end, the 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.

While 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.

In 2020, injury derailed Jesus’ season. After registering two Top-10 finishes on the premier series, Jesus injured his leg while competing for Team USA Wolves at the 2020 PBR Global Cup USA, and was out of competition for the remainder of the year.
#88 RUBENS BARBOSA

Known for his fitness, Rubens “Bicep” Barbosa has been a consistent contender amongst the world’s best for more than a decade. Crowned the Rookie of the Year in 2011, the resilient Brazilian recently etched his name in the league record books when he rode Chiseled for 95.75 points at the World Finals, tying for the fourth-highest score ever recorded at the season-culminating event.

JOURNEY TO THE PBR:
• 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.

CAREER IN REVIEW:

2010-2011
• After Rubens Barbosa logged four event wins and nine Top-10 finishes at PBR Brazil events between April 2010 and July 2011, he 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.

2012-2017
• 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.
• In his seventh event back on the elite tour, Barbosa won his first Unleash The Beast event in Colorado Springs, Colorado.

AWARDS
• 2017 PBR GLOBAL CUP CANADA TEAM BRAZIL QUALIFIER
• 2011 PBR ROOKIE OF THE YEAR
• 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 2017 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.

2018-2020
• In the 2018 season, Barbosa once again fought the cut line to remain on the Unleash The Beast. Despite his struggles, Barbosa qualified for his fifth PBR World Finals.
• 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 of the 2019 PBR World Finals, Barbosa combined with Chiseled for a massive 95.75 points, propelling him to the Lane Frost/Brent Thurman Award. The score is tied for the fourth-highest score in PBR World Finals history and highest since Chris Shivers rode Dillinger for 96.5 points in 2001.
• Going a collective 4-for-6, Barbosa finished fourth overall at World Finals, concluding the 2019 season No. 18 in the world.
• In 2020, Barbosa battled numerous injuries, including a broken jaw, and fell short of qualifying for his seventh career PBR World Finals. His season was highlighted by four Top-5 finishes across all levels of competition.
#107 CODY NANCE

Since making his league debut in 2007, Cody Nance has been a dominant force on the league’s elite Unleash The Beast for more than a decade. Crowned the 2009 Rookie of the Year, Nance has thrice finished the year ranked inside the world’s Top 10. With his talents also reaching the global stage, the Tennessee-native is a three-time Team USA selection for the Global Cup, part of the contingent that won the inaugural event in Canada.

AWARDS
• THREE-TIME PBR GLOBAL CUP TEAM USA QUALIFIER (2017-2019)
• 2017 PBR GLOBAL CUP CANADA CHAMPION
• 2016 TOURING PRO DIVISION CHAMPION
• 2009 PBR ROOKIE OF THE YEAR

JOURNEY TO THE PBR:
• 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.

CAREER IN REVIEW:

2007-2009
• After spending two full seasons competing at the Touring Pro Division (TPD) level, making his PBR debut in January 2007 in Jackson, Tennessee, Cody 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, earning $166,022, finished 18th at his first-ever World Finals, and concluded the year ranked No. 26 in the world.
• En route to the prestigious title for first year professionals, Nance won for the first time on PBR's premier tour, dominating the field in May in Pueblo, Colorado. Later that season, Nance earned his second premier series win in Columbus, Ohio.

2010-2013
• Following his breakthrough rookie season, Nance continued to rise, finishing the following three season's inside the world’s Top 35, ranked No. 34 in 2010, No. 20 in 2011 and No. 18 in 2012.
• In 2013, Nance then delivered what remains his strongest season to date: He finished a career-best fourth at the World Finals, and ending the season a career-best No. 5 world rank.
• In addition to registering one regular-season premier series victory, winning in Louisville, Kentucky, Nance logged an additional seven Top-10 finishes.

**2014-2017**

• In the following years, Nance continued to be an annual world title contender, finishing inside the world's Top 20 three times, ranked No. 10 in 2012, No. 15 in 2015 and No. 17 in 2017.
• Nance also 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.

**2018**

• 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 by finishing 15th at the PBR World Finals.
• He concluded the year No. 9 in the world, his third time finishing a season inside the world's Top 10, and first since he finished 2014 ranked No. 10 in the world.
• Nance also again competed for Team USA at the year's Global Cup, riding for the fourth-place American contingent at the Global Cup Australia in June.

**2019-2020**

• 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 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 February.
• While competing at the 2019 World Finals, Nance sustained a dislocated shoulder, effects of which sidelined him until June 2020.
• Despite a second-half push, which was headlined by an eighth-place finish on the elite Unleash The Beast in Fort Worth, Nance fell short of qualifying for his 12th consecutive PBR World Finals.