THE PBR

PBR (Professional Bull Riders) is strictly bull riding, and the first step is just staying on the bull. There are no timeouts. No four-corners offense. No taking a knee. No towels to throw in. There is only one cowboy, one bull and 8 desperate seconds.

In 1992, 20 cowboys broke from the rodeo and invested $1,000 each to pursue a dream of a standalone league dedicated to bull riding.

In the 28 years since, the PBR has grown into a global phenomenon that has awarded more than $191 million in prize money.

20 FOUNDING MEMBERS OF THE PROFESSIONAL BULL RIDERS

David Bailey Jr.  
Clint Branger  
Mark Cain  
Adam Carrillo  
Gilbert Carrillo  
Cody Custer  
Jerome Davis  
Bobby Delvecchio  
Mike Erikson  
David Fournier  
Michael Gaffney  
Tuff Hedeman  
Cody Lambert  
Scott Mendes  
Daryl Mills  
Ty Murray  
Ted Nuce  
Aaron Semas  
Jim Sharp  
Brent Thurman
THE PBR STORY

Headquartered in Pueblo, Colo., PBR was created in 1992 by a group of 20 visionary bull riders who broke away from the traditional rodeo scene, seeking mainstream attention, new riches and a livelihood for future generations of cowboys for the most popular discipline in rodeo, bull riding.

“We wanted to create a better product for the fans, so that when they tuned in they were seeing the best of the best every time,” said PBR co-founder and nine-time World Champion Ty Murray. “Those expectations have been exceeded immensely, and the fact that this sport continues to grow is a gratifying notion, one that supports all the hard work and dedication of every member of the PBR.”

The founders believed that bull riding deserved to be in the limelight and could succeed as a standalone sport. Each rider invested a hard-earned $1,000, some borrowing from family and friends, to start the PBR.

“This is the only sport in the world that I can take anyone to see, whether they know anything about it or not, and I guarantee you that they won’t be able to take their eyes off of it,” Murray said.

In 2007, Spire Capital Partners finalized a deal with PBR to acquire the interests of many of the retired founding riders and invest in the growth of the organization. Those first 20 bull riders had turned their $1,000 into millions.

In May 2015, PBR was acquired by Endeavor, a global leader in sports, entertainment and fashion. More than 500 bull riders from around the world including the United States, Australia, Brazil, Canada and Mexico hold PBR memberships. They compete in more than 200 bull riding events each year on the nationally-televised Unleash The Beast series, Pendleton Whisky Velocity Tour and Touring Pro Division, in addition to those held by international divisions in Australia, Brazil, Canada and Mexico.

For every rider, the ultimate goal is to qualify for the PBR World Finals, the richest bull riding event on the planet, with the season champion receiving the golden World Championship buckle and $1 million bonus.

The 20 original founders took a substantial gamble when pooling their limited resources to fund the grassroots operation. Yet, the risk has certainly paid off. Investors like Spire Capital Partners and Endeavor, and partnerships with Ford, Monster Energy, Wrangler, and the city of Las Vegas have helped the PBR annually award more than $10 million.

The success of PBR has made it one of the most prolific sports on television. The premier series is televised weekly on CBS Sports, CBS Sports Network and networks around the world. Several times in 2020, PBR was the second most-watched sport on television, trailing only the NFL. In 2019 PBR extended its broadcast relationship with the network,
Inking an agreement ensuring CBS will remain PBR’s television home the next 10 years. Additionally, RidePass, the league’s 24/7 over-the-top (OTT) digital network launched in 2018 brings every moment of elite tour action to fans as well as the Velocity Tour, Global Cup and marquee rodeo events. Collectively, PBR broadcasts reach 250MM households in more than 20 countries, and RidePass brings its growing subscriber base more than 150 rodeo and PBR events live and on-demand.

On social media, from January through November 2020, PBR generated more than 1.7 billion impressions on social media, 606 million video views and 629 million video minutes viewed. PBR’s channels are recognized to have among the most fan engagement of all major sports.

The combination of incredible athleticism, raw sport and quality entertainment for the whole family has propelled live attendance growth. Since 1995, the league’s premier series has more than quadrupled its annual attendance, with the elite Unleash The Beast having welcomed 612,272 fans in 2019, up from 136,668 in 1995.

In 2020, following the onset of the COVID-19 (coronavirus) pandemic and subsequent mass gathering restrictions. PBR pioneered the return of professional sports in North America, holding three made-for-television events in Guthrie, Oklahoma in late April and early May with new safety protocols implemented. In the months that followed, the league then launched the landmark Monster Energy Team Challenge, which culminated in welcoming back fans to an indoor arena for the first time in Sioux Falls, South Dakota in July. Backed by its industry-leading “Be Cowboy Safe” plan, the league held nine fan-attended Unleash The Beast event weekends, and six Pendleton Whisky Velocity Tour events, leading into the 2020 PBR World Finals: Unleash The Beast.

Relocated to Arlington, Texas and AT&T Stadium due to COVID-19 protocols, the four-day 2020 PBR World Finals welcomed more than 43,000 socially-distanced fans as the unique season came to a close.

PBR has rapidly transformed one of the fastest-growing sports in America into a worldwide phenomenon. Capitalizing on the popularity of bull riding around the world, and the growing appeal of cowboy values, the PBR has attracted many international athletes who travel to the United States to compete exclusively in the world’s elite bull riding tour. The PBR Global Cup now offers these athletes a chance to ride in a five-country competition for national pride.

With cowboys continuing to enter the mainstream, extreme sports featuring jaw-dropping bursts of action all night long growing in popularity, PBR’s reach increasing across broadcast, cable and digital channels, and fan support continuing to grow, the sport’s future is very bright.
PBR AT A GLANCE

• World’s premier bull riding organization.
• Founded in 1992 by bull riders for bull riders.
• Features the world’s best bull riders against the rankest bucking bulls in the business in 8-second showdowns.
• 500+ bull riders compete in PBR-sanctioned competitions in Australia, Brazil, Canada, Mexico and the United States.
• Conducts more than 200 bull riding events annually across its elite Unleash The Beast, Pendleton Whisky Velocity Tour, Touring Pro Division and international circuits (PBR Australia, PBR Brazil, PBR Canada and PBR Mexico).
• Since its founding, has awarded more than $191 million in prize money; 40 riders have earned more than $1 million.

• J.B. Mauney became the first rider to earn more than $7 million in career earnings after winning Round 4 of the 2016 PBR World Finals, becoming the richest bull rider in western sports history now with more than $7.4 million in career earnings.
• The PBR’s premier series has visited more than 100 cities, making the most stops in California, which has hosted 66 events. In 2019, the sport debuted at STAPLES Center in Los Angeles with the Iron Cowboy Major.

• A bull rider must be 18 years of age to purchase a PBR membership, when a riding permit is received allowing entry to the Touring Pro Division. After winning $2,500 in prize money, the rider will be upgraded to cardholder status. A rider must continue to win at least $2,500 each year to maintain cardholder status.

• Since 1995, the league’s premier series has more than quadrupled its annual attendance, with the elite Unleash The Beast having welcomed 612,272 fans in 2019, up from 136,668 in 1995.
• The premier series is televised on CBS Sports, CBS Sports Network, RidePass and networks around the world.
• PBR broadcasts reach 250MM households in more than 20 countries.
• The PBR World Champion is annually presented with the coveted PBR World Champion’s gold buckle, the ultimate symbol of achievement in bull riding. The custom-made belt buckle is valued at more than $20,000.
PBR AT A GLANCE  ... CONTINUED

- Bushwacker's buckoff streak of 42 riders is the longest of any premier series bull.
- Roughly 120,000 pounds of bull are brought to each arena on a weekly basis. (Note: Statistic based on a two-day event.)
- Genetically bred bulls begin bucking at two or three years of age. Though a bucking bull is often in his prime as an athlete around age five or six, many bulls buck past the age of 10 then retire to stud. The average bovine not in the PBR has a three-year life span.
- The bulls in the PBR receive excellent care and are the main draw to many fans; in some seasons official bull merchandise has outsold cowboy gear.
- 750 tons of dirt are typically brought into each arena, which is the equivalent of 1,500,000 pounds of dirt.

- A PBR arena typically averages 85-feet by 140-feet. The steel bucking chutes, panels, gates and posts that encircle the arena collectively weigh 50,000 pounds and, when assembled, equal 1,800 feet or six football fields worth of connected steel. The steel materials travel from event-to-event on a 53-foot long flatbed trailer pulled by a tractor-trailer.
- One of the most anticipated parts of any premier series event is its opening ceremony, a multi-media production that incorporates elaborate props, stage lighting, video, music and pyrotechnics. The production typically runs 15 minutes and costs roughly $750 per minute.
- 2008 World Champion Guilherme Marchi retired from the PBR in 2018 after having recorded 635 qualified rides on the premier series – by far the top mark on the elite series, with only two other riders, Mike Lee and J.B. Mauney having eclipsed 500 rides.
- Luke Snyder competed in a record 275 consecutive events, a streak that began when he debuted on the premier series in 2001 and ended in 2010.

- Boudreaux Campbell earned the most money ever by a rookie in 2020, taking home $471,671.36, including $368,500 for winning the 2020 PBR World Finals event.
- Jess Lockwood is the youngest two-time champion in the sport's history, winning his second title in 2019 at the age of 22.
ON THE DIRT MILESTONES

In the past 26 years, the PBR has seen a number of record-breaking performances. These unforgettable moments have helped the sport achieve mainstream success. Here are some of those history-book milestones.

››› BULLS ON DECK (2020)

To conclude 2020, PBR once again took bull riding to a never-before-seen venue. The inaugural charity event coined Cowboys for a Cause was held on the deck of the historic USS Lexington, a decommissioned aircraft carrier floating in Corpus Christi Bay in Texas. The 15-man PBR Air Force Reserve Cowboys for a Cause team-tournament raised $250,000 for eight veteran-focused charities.

››› BOUDREAUX CAMPBELL IS TOP ROOKIE AND WORLD FINALS EVENT WINNER IN SAME YEAR (2020)


››› JESS LOCKWOOD BECOMES YOUNGEST TWO-TIME PBR WORLD CHAMPION IN HISTORY AND SETS SINGLE-SEASON EARNINGS RECORD (2019)

In the fiercest World Championship battle in league history, Jess Lockwood put up four 90-point rides in going 5-for-6 at the 2019 PBR World Finals to complete a dramatic come-from-behind surge and capture his second World Championship. Lockwood is one of just six athletes to win multiple titles and the youngest to accomplish the feat at 22. Lockwood also broke Justin McBride’s single-season earnings record previously set in 2007. While McBride netted $1,835,321 in 2007 when he won his second world title, Lockwood took home $1,873,731.80 in 2019.

››› AT&T STADIUM HOSTS MOST SUCCESSFUL ONE-DAY PBR EVENT IN HISTORY (2018)

In attracting more than 46,000 fans to Arlington’s iconic AT&T Stadium, the WinStar World Casino and Resort Iron Cowboy, powered by Kawasaki, became the largest single-day event in league history.
**INAUGURAL GLOBAL CUP (2017)**

At the inaugural Global Cup, a new five-country competition for national pride, Team USA finished first inside Rogers Place in Edmonton, Alberta, going 12-for-18. The team was led by Stormy Wing, who also won the individual aggregate at the event by going 3-for-4, adding 257.75 points to the nation’s 1,026.75-point total in the overall event aggregate. Next, in Sydney, Australia in June 2018, Team Brazil narrowly edged hosts Team Australia by 0.75 points for the Global Cup win. Kaique Pacheco won the individual aggregate as one of two riders to go a perfect 4-for-4. In 2019 the event made its U.S. debut in AT&T Stadium in Arlington, Texas. PBR made modern sports history when as part of the Americans home soil advantage the Red White and Blue fielded two teams, with one, the Wolves, made of exclusively Native American riders. The Brazilian contingent claimed their second consecutive Global Cup as team member Jose Vitor Leme recorded the event’s first-ever 90-point ride. The PBR Global Cup returned to AT&T Stadium in February 2020. Team USA became the first nation to defend home soil, winning the event, and joining Brazil as a two-time Global Cup Champion.

**GUILHERME MARCHI REACHES 600 QUALIFIED RIDES (2017)**

2008 World Champion Guilherme Marchi became the first rider in PBR history to record 600 qualified rides when he covered Shocker for 86.25 points in Billings, Montana in 2017. When Marchi retired following the 2018 PBR World Finals, he had recorded a league-best 635 rides in his 15-year career.

**JESS LOCKWOOD BECOMES YOUNGEST WORLD CHAMPION (2017)**

Jess Lockwood was 20 years old when capturing his first gold buckle in 2017. He accomplished the milestone less than two months after breaking ribs and puncturing a lung. The rising star then won a historic three consecutive rounds to open the World Finals, two of which came via 90-point rides, erasing a 467.5-point gap at the start of the event to become World No. 1.

**J.B. MAUNEY TOP MONEY EARNER (2016)**

J.B. Mauney became the first rider to surpass the $7 million-dollar mark during the 2016 World Finals with a 90.25-point ride on Red Dawn. After winning his second world title in 2015, Mauney had already become the richest bull rider in western sports history. At the start of the 2021 season, the 14-year PBR veteran has earned a total of $7,432,584.12. Currently, 40 riders in PBR History have earned more than $1 million. Mauney is followed by Silvano Alves ($6,180,660.93), Guilherme Marchi ($5,333,428.48), Justin McBride ($5,186,799.35), and Jess Lockwood ($4,209,995.35).

**SILVANO ALVES SETS CONSECUTIVE RIDES RECORD (2015)**

Three-time World Champion Silvano Alves shattered J.B. Mauney’s previous consecutive rides record (16) with 24 consecutive qualified rides. The streak began on Oct. 3, 2014 in Biloxi, Mississippi, when he rode Living The Dream for 72.25 points, and ended on Jan. 23, 2015 during Round 1 of the Oklahoma City event when he bucked off Big Dip.
PBR’S GREATEST COMEBACK PROPELS J.B. MAUNEY TO FIRST PBR WORLD CHAMPIONSHIP (2013)

J.B. Mauney began the second half of the 2013 season ranked No. 10, 3,056 points behind Silvano Alves. Mauney won five of the nine remaining events that season, the last three consecutively. He then rode every bull at the World Finals, taking four of the six rounds and the World Finals title – his fourth consecutive win. He passed Alves to win the PBR World Championship by 977.75 points, completing the greatest comeback in PBR history.

BUSHWACKER’S CONSECUTIVE BUCKOFF STREAK (2013)

In 2013 Julio Moreno’s World Champion Bucking Bull, Bushwacker, broke the previous buckoff streak record of 35 consecutive buckoffs and extended it to 42. The streak, which ran for four years, ended in Tulsa, Oklahoma in 2013 when J.B. Mauney rode the legendary bovine athlete for 95.25 points. ESPN The Magazine featured the champion bull in its Body Issue as the “Baddest Body in Sports,” the first animal featured in the issue.

ROBSON PALERMO BECOMES FIRST THREE-TIME AND BACK-TO-BACK WORLD FINALS EVENT WINNER (2012)

In winning the 2012 World Finals event title, Brazilian Robson Palermo became the first rider to win the event in back-to-back seasons and the first to earn the title three times. Palermo also won the World Finals event in 2008 and 2011.

SILVANO ALVES BECOMES FIRST BACK-TO-BACK PBR WORLD CHAMPION (2012)

Silvano Alves won his second PBR World Championship in 2012, becoming the first rider to win back-to-back titles.

SILVANO ALVES BECOMES FIRST TO WIN WORLD CHAMPIONSHIP IN SEASON FOLLOWING ROOKIE OF THE YEAR TITLE WIN (2011)

In 2011, Silvano Alves became the first rider to win the PBR World Championship (2011) immediately after earning Rookie of the Year honors (2010). Jess Lockwood next accomplished the feat as 2016 Rookie of the Year and 2017 World Champion. Only four other past Rookie of the Year award winners have also won a world title: Kody Lostroh (2005 Rookie of the Year, 2009 World Champion), J.B. Mauney (2006 Rookie of the Year, 2013 and 2015 World Champion), Kaique Pacheco (2015 Rookie of the Year, 2018 World Champion) and Jose Vitor Leme (2017 Rookie of the Year, 2020 PBR World Champion).

BUCKING BULLS ON BROADWAY (2010)

On Oct. 15, 2010, PBR turned heads in the heart of Manhattan when the world’s Top-10 bull riders competed in an outdoor arena built in Times Square in New York City. The first-of-its-kind event was broadcast nationally on CBS, and thousands of New Yorkers lined the streets to watch the action in the arena and on video screens.
ON THE DIRT MILESTONES … CONTINUED

››› $100 MILLION PAYOUT REACHED (2010)

PBR surpassed $100 million in prize money awarded in 2010 during the premier series stop in Nashville, Tennessee. Before PBR was formed in 1992, top-ranked bull riders might have earned $100,000 in a season; no rider had ever earned $1 million during his career. Today, 40 PBR bull riders have earned more than $1 million in the sport and each year’s champion gets a $1-million bonus.

››› LUKE SNYDER BREAKS CONSECUTIVE EVENTS RECORD (2010)


››› J.B. MAUNEY BECOMES FIRST TO CONQUER EVERY BULL AT WORLD FINALS (2009 & 2013)

J.B. Mauney became the first rider in history to stay on all eight bulls at the PBR World Finals in 2009 en route to winning the World Finals event title. He repeated the feat in 2013 in winning his second event title and PBR World Championship. Only three other riders have accomplished this: Silvano Alves (2014), Ryan Dirteater (2016), and Jose Vitor Leme (2017).

››› JUSTIN MCBRIDE SETS EVENT WINS RECORD (2007)

In 2007, Justin McBride won a record eight elite series events. McBride also won his second PBR World Championship that year. In 2020, Jose Vitor Leme nearly tied McBride, winning seven tour stops en route to the year’s championship.

››› ADRIANO MORAES BECOMES FIRST THREE-TIME PBR WORLD CHAMPION (2006)

In 2006, Brazilian Adriano Moraes reached a pair of milestones, becoming the first three-time PBR World Champion in history along with the then-career earnings leader with $3,504,344.00. Only one other rider, fellow Brazilian Silvano Alves, has won three world titles (2011, 2012 & 2014).

››› MIKE LEE DOUBLES UP TO WIN PBR WORLD FINALS EVENT TITLE AND PBR WORLD CHAMPIONSHIP (2004)

In 2004, Mike Lee became the first rider to win the PBR World Finals event and become the PBR World Champion in the same year. Lee temporarily set the record for money earned at a World Finals event with $313,300, and the record for money earned in a single season with $1,453,326, including the $1 million-dollar world title bonus. Since, four additional riders have accomplished that feat: Renato Nunes (2010), J.B. Mauney (2013), Silvano Alves (2014) and Jess Lockwood (2019).

››› CHRIS SHIVERS WINS FIRST $1 MILLION DOLLAR BONUS FOR BEING A WORLD CHAMPION (2003)

Chris Shivers captured the 2003 PBR World Championship on Nov. 9, 2003 and became the first rider in PBR history to win the million-dollar bonus. Shivers is ranked sixth all-time in money earned during his career with $3,923,994.
ON THE DIRT MILESTONES ... CONTINUED


››› AN EPIC NIGHT OF BULL RIDING (1999)

Friday night of World Finals in 1999 at Thomas & Mack Arena was one to see: 11 riders put up scores of 90-points or higher, with five going for 94 or more, including Terry Don West and Chris Shivers riding for 96 points. Ty Murray rode Red Wolf for 95.5 points and took the World Finals event title.

››› ADRIANO MORAES BECOMES FIRST PBR WORLD CHAMPION (1994)

In winning PBR’s first world title, Adriano Moraes put Brazil on the map for professional bull riding. His emergence solidified PBR as a viable international sport, and he is forever immortalized on a statue riding Little Yellow Jacket outside PBR world headquarters in Pueblo, Colorado.

››› THE ELITE 500 CLUB

In the history of the PBR’s elite series, only three riders have become members of the 500-ride club. Guilherme Marchi joined the club on March 9, 2014 in Phoenix, Arizona while Mike Lee joined April 16, 2016 in Billings, Montana. Two-time World Champion J.B. Mauney recorded his 500th ride in New York City on All The Way Up for 87.25 points on January 5, 2018. Mauney moved into second place in all time elite-series rides when notching his 526th 8-second trip aboard Boogie Bomb for 87.5 points at the Houston Invitational in August 2019.
**PBR GLOBAL CUP**

In 2017, the PBR launched the Global Cup, a five-nation, international showdown with riders competing in teams for the very dirt they compete upon, record purses and bragging rights as the “Toughest Nation on Dirt.”

In a rarely seen, team-formatted tournament, the Global Cup, akin to the “Olympics of bull riding,” pits Australia, Brazil, Canada, Mexico and the United States against one another, with the qualified riders competing across two days for national pride in place of individual glory.

Also unique to the Global Cup is the role of team coaches. With each nation led by a Head Coach and Assistant Coach, the duo of accomplished western sports athletes are responsible for shaping their team’s rosters and assigning each rider their bull for every out.

At each event, the format is simple. On both nights, each rider from the five nations will get on one bull, with a bonus round to follow. In the bonus round, the team’s coaching staff nominates two riders to attempt one more bull, which they also assign.

The winning nation is the country with the highest aggregate score from their highest-marked 10 qualified rides.

While the purse varies nation-to-nation, one prize remains consistent – the host nation’s dirt encapsulated inside their horn of the Global Cup trophy.

Despite the team focus, one rider will also win the individual aggregate and monetary bonus.

Rogers Place in Edmonton, Alberta, Canada played host to the inaugural event on Nov. 9-11, 2017. While Team Canada defended their home soil on the first night, leading the event with a one bull advantage, Team USA made a come-from-behind push to claim the inaugural event win. American rider Stormy Wing was named the individual aggregate winner after going 3-for-4. Team Brazil finished second, followed by Team Canada third, Team Australia fourth and Team Mexico fifth.
On June 9-10, 2018, at Qudos Bank Arena in Sydney, New South Wales, Australia, while host nation Australia put up a hard-fought effort, Team Brazil used their opening rounds lead to edge the host nation by 0.75 points following the second bonus round. As one of two riders to go a perfect 4-for-4, eventual 2018 PBR World Champion Kaique Pacheco won the individual aggregate. The remaining leaderboard was completed by Team Canada delivering a consecutive third place effort, Team USA fourth and Team Mexico fifth.

The Global Cup then made its U.S. debut in Arlington, Texas at AT&T Stadium on Feb. 9-10, 2019. While each host nation has always received a home field advantage, the PBR made modern sports history when unveiling America’s for the 2019 iteration of the international event. As opposed to competing with an augmented roster, Team USA fielded two contingents, Wolves and Eagles, with the Wolves roster exclusively Native American riders.

At the event, Team Brazil captured their second consecutive Global Cup Championship despite gritty efforts by both Team USA Eagles and Wolves. Eduardo Aparecido led the South American nation, going a perfect 3-for-3. Jose Vitor Leme made Global Cup history in recording the event’s first 90-point ride when he covered Frequent Flyer for 90 points in the opening night’s bonus round. Team USA Eagles’ Cooper Davis took home the individual aggregate title, going 3-for-4 with an aggregate score of 263.25 points.

The leaderboard for the 2019 PBR Global Cup USA was rounded out by Team USA Eagles in second, Team USA Wolves in third, Team Australia fourth, Team Mexico fifth and Team Canada sixth.

Returning to the United States for the most recent edition of the global showdown, the 2020 PBR Global Cup USA was once again held at AT&T Stadium in Arlington, Texas, on Feb. 15-16, 2020. Team USA Eagles dominated their competition, becoming the first nation to defend home soil and win the PBR Global Cup as the host nation. Additionally, in winning the 2020 PBR Global Cup USA, Team USA Eagles joined Team Brazil as the only nations to win the event multiple times, victorious at the inaugural PBR Global Cup in Canada in 2017. Both going 2-for-4, two-time PBR World Champion Jess Lockwood and Cole Melancon championed the nation’s victory, with Matt Triplett and Cody Teel also adding a score.

Despite a third-place finish by his nation, Jose Vitor Leme went a near perfect 3-for-4 to amass 268.75 of Team Brazil’s 435.75 points, winning the individual aggregate.

Rounding out the leaderboard was Team Australia in second, Team Canada fourth, Team Mexico fifth and Team USA Wolves sixth.
TELEVISION PRODUCTION

PBR is a marquee CBS Sports property, and in 2019 a new agreement was reached to ensure CBS remains PBR's television home for the next 10 years.

In 2020, PBR on CBS averaged more than 1 million viewers per broadcast. PBR on CBS ratings in 2020 increased +8% over 2019, according to Nielsen, while all major sports were down, some at historic drops. On two Sundays in fall 2020, PBR on CBS was the No. 2-rated sport on TV, trailing on the NFL. Additionally, PBR is seen globally in 130 territories.

The Unleash The Beast telecasts are produced for the PBR under a multi-year agreement with David Neal Productions, a Los Angeles-based production company led by 35-time Emmy Award winner and Peabody Award winner David Neal, who also serves as Executive Producer. Beginning in 2011 when the PBR brought television production in house, Neal has put his indelible stamp on PBR broadcasts with an emphasis on bringing the stories of both the riders and the bulls to life.

One of the most prolific and accomplished sports producers of his generation, Neal spent more than 30 years at NBC Sports where he produced nine Olympics, four NBA Finals, two World Series and a Super Bowl pregame show. In addition to 33 Sports Emmys and two Primetime Emmys, Neal's innovative and creative vision was recognized with a Peabody Award for NBC's coverage of the 2008 Olympic Games Opening Ceremony in Beijing.

Following his 30-year career with NBC Sports, Neal formed David Neal Productions in 2010, producing more than 250 hours of television for clients including Univision, NBC, CBS and Velocity. This brought Neal's storied reputation as one of sports television's leading producers and executives to Los Angeles with a focus on live events and non-fiction programming.

Neal graduated from the University of Southern California in 1978 with a degree in Broadcast Journalism. His father -- the late Roy Neal -- was an award-winning NBC News correspondent, producer and executive from 1948-86. Neal was raised in Woodland Hills, Calif. and resides in Los Angeles with his wife, Jen.

Nine-time Emmy Award winner Carlos DeMolina returns for his 11th season as Coordinating Producer for Unleash The Beast events. A 30-year veteran of the television industry, DeMolina spent 16 years with NBC Sports, working seven Olympics. In addition to five Emmy Awards for his work on the Olympics, DeMolina won two Emmy Awards for NBA coverage and was also honored for his work with NASCAR and the World Track and Field Championships. He has worked five Stanley Cup Finals, three Super Bowls, three World Series, and six NBA Finals as well as the 2015 FIFA Women's World Cup and the 2016 Copa America on FOX. DeMolina also currently serves as a Producer on Showtime's "Inside The NFL," College Hockey on CBS Sports Network, and MLS Soccer.
Another part of the veteran production team, Coordinating Producer Jason Jacquette has worked in the sports television industry for more than two decades, winning multiple Emmys along the way. Some highlights include Summer & Winter Olympics, grand slam tennis events, the Triple Crown, Tour de France, NHL and championship golf events. Jacquette produced his first PBR event in 2003 and has been involved in the sport ever since.

Based in Brooklyn, New York, two-time Emmy-winning producer Chris Taylor-Shaut has been working with PBR for 17 years. In that time, he has been an integral part in all elements of the production of the television broadcasts. When not working with the world’s top bull riders, Taylor-Shaut also produces snowboarding and skateboarding events around the globe.

David Osborne, a nearly 20-year veteran of PBR productions, started in the graphics department and has since become the lead tape producer and head producer of all of PBR’s international content. When Osborne isn’t working at a PBR event, he can be found on a softball diamond or tending to his extensive vinyl record collection.

Entering his third season as director is Warren Pick, a multiple Emmy Award-winning Director and Producer. Throughout his career, Pick has worked on large-scale productions around the world in the areas of sports, entertainment and major event coverage. He is the founder of WAVE Media, a full-service production company, which has provided major broadcast and cable networks with production and programming services. Pick has consistently created programming that brings innovative style and creative techniques to the screen. Pick and his wife Linda split their time between homes in Bucks County, Pennsylvania and Los Angeles, California, and have two adult children. Outside of the control room, Pick spends time as a volunteer firefighter, EMT, ski patroller and rescue diver.

Director Bryan Mattingly has worked in television for more than 30 years on multiple national and international Emmy Award-winning sports productions. Mattingly has been a Technical Director for everything from NASCAR and the IndyCar racing series to NFL football, including a Super Bowl, NBA and college basketball, MLB, NHL, Triathlon World Cup, World Basketball Championships, and entertainment-based programs for every major network in the United States and Europe. The 2021 season will be his 9th year as the Technical Director and his third in the director’s chair for the PBR series. In his spare time he enjoys being a private pilot and working with his horses. Mattingly has been married to his wife Kimberly for 28 years and has a teenage son, Harrison.

Rounding out the production team is creative director Cory Kelley. The Emmy Award-nominated story teller is the owner of ChromaZone Productions Inc., a leader in sports and entertainment postproduction, located in Nashville, Tennessee. Kelley’s “Be Cowboy” opening leads all PBR on CBS broadcasts and his features bringing fans closer to PBR athletes are seen throughout the season.
THE PBR ON TELEVISION

The PBR ranks among the most prolific sports on television.

In 2013, the PBR developed a relationship with CBS Sports and CBS Sports Network. The agreement was extended in 2014, making CBS Sports and CBS Sports Network the primary television partners of the PBR, and a 2019 extension ensures CBS will remain the home of PBR for another decade.

CBS Sports Network and CBS began broadcasting PBR premier series events in 2012 as part of a split package with NBC and NBC Sports Network. PBR viewership increased more than 20 percent in 2012 compared to 2011.

The 2019 season featured more than 400 hours of coverage of the PBR’s premier series, including nearly 100 hours of coverage on CBS Sports Network. A total of 50 events were broadcast on CBS and CBS Sports Network with supplemental online broadcasts.

CBS Sports Network televised 27 events, while CBS televised 14 events, including bull riding action from the PBR Majors in New York City, Los Angeles, Cheyenne, Wyoming, and Nashville, Tennessee, in addition to the Global Cup in Arlington, Texas.

CBS coverage also includes the popular PBR 15/15 Bucking Battles, featuring the Top 15 riders in the world competing against the Top 15 bulls.
TELEVISION BROADCASTERS

››› CRAIG HUMMER
The PBR's Emmy-nominated play-by-play voice is returning for his 16th season. Hummer brings 20 years of experience, covering more than 50 different sports for network, cable and syndicated shows worldwide. Hummer, a former competitive ocean swimmer who won 38 national championship titles, was a member of the broadcast team for every Olympics from 2004-2012, and has done play-by-play coverage for sports as varied as fencing to figure skating. He also hosted pre-Olympic shows for Universal Sports for the 2012 London Games and 2014 Winter Olympics in Sochi. From 2004-2012, he either hosted or reported at the Tour de France for OLN, VERSUS, NBC Sports Network, or CBS Sports.

››› JUSTIN MCBRIDE
Two-time PBR World Champion Justin McBride has worked as a color commentator for the past 12 seasons. He won $5.1 million during his PBR career, which is the fourth most earned by any athlete in league history. McBride was inducted into the PBR Ring of Honor in 2008, and holds the PBR record for event wins in a season with eight in 2007.

››› TY MURRAY
Nine-time World Champion and PBR Co-Founder Ty Murray has worked on PBR broadcasts since 2007. He was inducted into the PBR Ring of Honor in 2002 and three times was runner-up for the PBR World Championship. Murray, who is known as “King of the Cowboys,” and was inducted into the Pro Rodeo Hall of Fame in 2000, won seven PRCA World Champion all-around titles and two PRCA World Champion bull riding titles. He was a member of the PBR Board of Directors from 1992 to 2015.

››› J.W. HART
J.W. Hart was inducted into the PBR Ring of Honor in 2008 when he also began commenting on PBR TV broadcasts. He won the World Finals Event in 2002 and was the Rookie of the Year in 1995. Hart was nicknamed “Iron Man” after competing in a record 197 consecutive PBR events (a record since broken by Luke Snyder) from 1994-2003. He earned more than $1.3 million during his career. With his wife Leann, he owns Hart Cattle Company, breeding and training bulls to compete in PBR.

››› KATE HARRISON
A southern-California native, Kate Harrison, one of PBR’s sideline reporters, grew up on movie sets and in the rodeo arena. She started competing in rodeos at the age of seven and was a three-time qualifier to the National High School Finals Rodeo. At the same time, she started riding horses for westerns like ‘Magnificent Seven’ which led to a brief career in the stunt business. Her passion for extreme sports and storytelling led the stunt girl to the University of Southern California where she studied broadcast journalism. Since, Kate has covered collegiate sports, country music and rodeo for Pac-12 Network, ESPN LA 710, RFD-TV, PBR and Radio Disney Country.
PBR LICENSING

The PBR brand and associated intellectual properties are some of the most sought after licensed properties in the world. PBR actively licenses its official trademarks, bulls, riders and other intellectual property to develop consumer goods customized with avid fans and newcomers to the sport in mind. PBR's licensing program includes more than 30 official PBR licensees with consumer products in various categories, including apparel, accessories, home goods, toys, novelties, and more.

PBR has developed an extensive array of exclusive merchandise that can be purchased either online, at events or retailers nationwide. Driven by the growth of the PBR brand, extensive national television coverage, and social media reach, PBR branded products sell from coast-to-coast across all avenues of distribution. In 2019, PBR's Inflata-BULL was the hottest-selling product in the sport's history. Additionally, the league signed its first deal with a mechanical bull company, MBS, which manufactures its products in State College, Pennsylvania.

Along with the PBR marks and logos, PBR has also secured the licensing representation rights for the best bull riders and bulls in the world, allowing licensees one-stop shopping for all the assets necessary to produce and market successful PBR branded products. As the demand for its branded products grows, PBR continues to create and support key initiatives at the retail level to drive traffic in every market. With the addition of international PBR offices, licensing opportunities have expanded into Australia, Brazil, Canada and Mexico. PBR is actively licensing its trademarks, logos and other intellectual properties in each of these countries. In response to the demand for PBR branded products, the PBR will continue to supply top-quality products to the greatest fans in the world.
BE COWBOY

While it has long lived in the hearts of avid sports fans, the PBR is for everyone. It started more than 28 years ago when 20 entrepreneurial bull riders broke away from the rodeo to form the PBR with a vision of creating a standalone sport for theirs and future generations. They felt their passion for bull riding, honesty, integrity, and work ethic putting their name on a hard day’s work deserved to be rewarded with a hard day’s wage.

*Be Cowboy* is built on the heart and soul of these rugged cowboys who shared a dream, as well as other cowboys who came before them, and the hard-working men and women who contributed to a global icon that is familiar and revered, yet often misconstrued. In fact, the first cowboys were an original melting pot of trail-blazing men and women who sought opportunity, and through self-reliant hard work, a better life for themselves and their families.

Their values endure and were especially evident in 2020 as PBR led the sports world back to competition and fan-attended events following the Coronavirus shut down with industry-leading protocols shared with and adopted by many other sports.

Today, modern cowboys are all those who embody the Cowboy Code of toughness, courage, respect, determination, and patriotism, no matter what country’s flag you pledge.

Being a cowboy isn’t about the hat, boots, or buckle. It’s what’s in your heart and how you live. You need only share a passion for living honestly, fairly, and respectfully with pride, integrity, and humility, to Be Cowboy.

Our campaign encourages everyone sharing these values, to truly *Be Cowboy*... and to be part of the PBR.

At each event, PBR honors an individual who embodies *Be Cowboy* values. From schoolteachers, nurses, firefighters and police, to community leaders, single moms, veterans and courageous kids making a difference, there is no limit on who can *Be Cowboy*.

The 2021 *Be Cowboy* campaign also encompasses a season-long initiative to unite communities and acknowledge local heroes, while highlighting the diverse and rich history of the sport.

PBR will continue to host veterans, active duty military, first responders and other courageous individuals serving their community through ticket donations and discounts.
COWBOYS FOR A CAUSE

To cap a year when PBR blazed a trail for the return of sports, the world’s leading Western sports organization once again set the bar high to thank fans and military families who allow us to make our way of life possible.

The inaugural Cowboys for a Cause event, the 2020 PBR Air Force Reserve Cowboys for a Cause fired out of the chutes on the deck of the USS Lexington, a decommissioned aircraft carrier floating in Corpus Christi Bay in Corpus Christi, Texas.

Adding to PBR’s long-standing legacy of giving back and supporting military veterans and their families, Cowboys for a Cause is set to become a yearly event to raise funds for deserving charities.

With strong support from partners Ford, Wrangler and Bad Boy Mowers, the first of its kind, 15-man team tournament raised $250,000 for eight charities including: Operation Homefront, DAV, Oscar Mike Foundation, Guitars for Vets, Workshops for Warriors, Blue Star Families, Bunker Labs and Boulder Crest Retreat.

The PBR Air Force Reserve Cowboys for a Cause event televised on CBS Television Network on Sunday, November 22 peaked at 2.3 million viewers, becoming the day’s most-watched sporting event outside of the NFL.
Western Sports Foundation (WSF) is a 501 (c)(3) non-profit organization dedicated to enhancing the overall success of western sports athletes by advancing their health and well-being. WSF pursues its mission by providing medical, life counseling and financial resources to meet the athletes’ immediate needs and prepare them for life beyond competition.

Western Sports Foundation acknowledges the sacrifices competitors have made to develop and expand all western lifestyle sports. Athlete health and wellness has been, is, and will always be paramount. Recognizing that emotional, mental and financial health are as important as physical health, Western Sports Foundation is focused on total athlete wellness and offers services and resources that focus on total wellness.

WSF comes from a long tradition of caring for athletes and their families. Formerly known as the Rider Relief Fund, the organization was founded in 1998 following Jerome Davis’ career-ending injury while bull-riding.

Western Sports Foundation continues to attract and receive philanthropic support from thousands of friends, fans, sponsors, participants in and around all western lifestyle sports.

Those interested in making a tax-deductible donation to or receiving more information about the Western Sports Foundation visit www.westernsportsfoundation.org.
FLINT RASMUSSEN

PBR is a unique blend of sports and entertainment, and to many, Flint Rasmussen is the glue holding it all together. As the official entertainer of the PBR since 1998, Rasmussen's job is to keep the show moving and the crowd engaged during lulls in the action and commercial breaks.

He does it through a combination of athletic talent and a natural flair for entertainment. Rasmussen captivates fans, young and old, every night with his quick wit, comical stunts, and dance moves.

“As a kid, I would dream about entertaining people,” said Rasmussen. “I’d take a tennis racket and turn on some music and play it like a guitar.”

Rasmussen was an all-state football player and track star in high school, as well as a member of the band and choir, preparing him to hit the high notes to this day when on the dirt singing some of his favorite songs from the likes of Journey and Billy Joel.

He earned his bachelor's degree in education from Western Montana College and was a high school math and history teacher before stepping into the arena.

Before beginning his exclusive association with the PBR, Rasmussen was the Wrangler National Finals Rodeo barrel man and Professional Rodeo Cowboys Association Rodeo Clown of the Year eight times. He was selected to work the Canadian National Finals Rodeo four times and the National Circuit Finals three times.

When not traveling with the PBR, Rasmussen lives in Montana, with his daughters, Shelby Rae and Paige. Rasmussen regularly participates in community activities, including speaking at area schools.

“Most people don't get to do what they dreamed of doing as a child,” said Rasmussen. “I feel pretty lucky that I grew up to live my dream. This kind of work actually doesn't feel like working at all.”
VOICES OF THE PBR

Fans of the PBR never miss a minute of the action thanks to veteran arena announcers Clint Adkins and Matt West, along with a host of other accomplished commentators on the league’s additional tours. In addition to announcing the riders and bulls along with the ride scores, the pair also provides interesting facts and anecdotes to fans in the arena and watching online.

››› CLINT ADKINS

Adkins, who was a bareback rider until the mid-1990’s, has announced PBR events since the late 90s and moved up to the premier series in 2006. The accomplished bass angler and his wife, Jodi, live near Huntsville, Texas, with their daughters, Riley and Emily.

››› MATT WEST

Prior to expanding his career to the premier series, West announced the PBR’s Velocity Tour in 2014 and 2015 as well as Touring Pro Division events across the country. He has also worked PBR events in Australia and Canada. The Oklahoma-native announced the first Pendleton Whisky Velocity Tour Finals in Kentucky in 2015 before announcing at the PBR World Finals in 2016. He also announces rodeos and has expanded into non-rodeo events, as well as doing work as a commercial voice talent and on television.

››› LUKE KAUFMAN

Luke Kaufman has been a live-event announcer for PBR, in addition to many other events within the Western sports world, for the past 13 years. Kaufman’s expertise and knowledge comes from the multitude of roles he has held within the sport, the vast number of events he has been a part of, and the fact he is, first and foremost, a bull riding fan. His travels have taken him to more than 250 live events in 40 different states and five Canadian provinces, entertaining millions of fans along the way.
SCOTT GROVER
Fueled by his love for Western sports, Morrowville, Kansas, native Scott Grover began announcing when he was a sophomore in college. He turned his passion into a professional career in 2005 and announced his first PBR event in 2007. Grover has worked countless events, including the PBR Canada and Pendleton Whisky Velocity Tour Finals, and on the elite Unleash The Beast. Grover draws on his extensive background in rodeo, including announcing the first WCRA Rodeo Showdown and serving as a RidePass host for the National Junior High School Finals Rodeo and National High School Finals Rodeo. When not travelling, Grover can be found spending time with his wife Becky, and children Statler and Lano at their home in Camden Point, Missouri.

CREED ROBERTS
A former bareback rider, Texan Creed Roberts got his start announcing in 1999 when he worked a 10-week rodeo in Cypress, Texas. Roberts announced his first PBR event in 2004, voicing the Brent Thurman Memorial in Georgetown, Texas. The lifelong Sealy, Texas resident doesn’t slow down when he isn’t at the arena, working with his family in construction supply and running a cattle company. Fans can hear Creed bringing them all of the action across the PBR’s Pendleton Whisky Velocity Tour throughout 2021.

RAY CHAMP
Montana man and former bull rider Ray Champ grew up in Crow Agency, a reservation in southern Montana. In 2005 when an announcer didn’t show to an open rodeo that he was entered in, the committee offered cash and to cover entry fees for anyone who wanted to try their hand at announcing the event. Champ’s traveling partners finally pushed him to raise his hand in the crowd, and he nervously announced his first event. Champ announced his first PBR event in Jacksonville, Florida in 2020. Joining the team again for the 2021 campaign, Champ can be heard at Pendleton Whisky Velocity Tour events across the country.
PBR BULLFIGHTERS

As if facing a rampaging 1,800-pound animal for 8 seconds isn’t daunting enough, how about doing it for more than six hours a weekend and being responsible for the safety of the world’s top bull riders? That is just another day at the office for the PBR’s bullfighters.

Known as “The Secret Service of the PBR,” these athletes have a unique role in professional sports, regularly placing their bodies in front of heads, horns, and hooves to protect the bull riders. The job requires athleticism, speed, the ability to sense where the bull is going before he bull even knows, and communication – the bull fighters often employ “zone coverage.”

››› JESSE BYRNE

Jesse Byrne joined the PBR as a bullfighter in 2008. He became the first Canadian chosen by the riders to work the World Finals when he was selected as an alternate in 2008. The 5-11, 145-pound Byrne, known for his highlight reel, high-flying acrobatics, has worked the World Finals every year since and has been selected to work the PBR Canada Finals nine years in a row. He rode bulls in junior events, but at the age of 16 decided that he would prefer to be a bullfighter. His father, Ryan, is the only Canadian bullfighter selected to work the NFR, earning the honor in 1986. His brother, Tanner, also rode on the PBR premier series and has now transitioned to bull fighting. Like his counter-parts Gorham and Webster, on select PBR telecasts Byrne also provides viewers commentary from the dirt as he works to protect the world’s best bull riders.

››› SHORTY GORHAM

Since 2011, bullfighter Shorty Gorham has been an on-air commentator for all PBR broadcasts, a truly unique role for an active participant in a professional sport. He joined the PBR in 2006, and has been voted to work the World Finals each of the last 13 years. Gorham instructed contestants on the NBC television show “America’s Toughest Jobs” in 2008, and in 2009 and 2010 he hosted VERSUS’ “Best of the West.”

››› FRANK NEWSOM

Known as the “Fearless One,” Frank Newsom is one of the toughest bullfighters to ever enter the arena. The Oklahoma-native has been fighting bulls for the majority of his life, and has stayed at the pinnacle of the sport, fighting at the legendary PBR World Finals 18 times.
PBR BULLFIGHTERS ... CONTINUED

››› LUCAS TEODORO
The lone Brazilian bullfighter on PBR's elite tour, Lucas Teodoro protects his Brazilian brethren, as well as the other contenders, inside the arena as a part of the top cowboy protection team in the world's leading bull-riding organization. Across the Unleash The Beast and the Pendleton Whisky Velocity Tour, Teodoro can be seen crisscrossing the country throughout the 2021 season.

››› COOPER WALN
South Dakotan Cooper Waln has fought bulls since he was 15 years old. Growing up, Waln's family owned a stock contracting business supplying animals for rodeos. One day, a bullfighter failed to show, and Waln was thrust into the spotlight so the rodeo could happen. Since then, he says he's been hooked. The now 33-year-old says that if he isn't fighting bulls he's working on the ranch raising his cattle.

››› CODY WEBSTER
Cody Webster has been a prodigy of Frank Newsom’s since he was 11 years old and earned his first opportunity to work the World Finals in 2014. Webster, 28, is also a yearly selection to work the National Finals Rodeo, making his 8th appearance at the event in 2020 when he was voted PRCA Bull Fighter of the Year. The Oklahoman is a consistent member of the protection team at premier series tour stops, and will be entering his eighth year as a part of the quartet. Webster was once again selected to work the World Finals in 2020, his seventh nomination. Webster and his wife Ashley reside in Wayne, Oklahoma. In 2021, Webster will also give viewers a glimpse into the role of a bullfighter as he provides real-time analysis from the dirt.

PBR'S BULLFIGHTERS' UNIFORMS
The bullfighter's uniform has changed over the years. Oversized clothing, which lent itself to a by-gone “clown” role, has evolved into a jersey and shorts. The PBR's bullfighters' loose-fitting uniform allows maximum movement. The size and fit also serve another purpose - making the bullfighter a bigger target. As Frank Newsom says, “the bull might think he's got you, when he's just got your shorts.” The vest worn by bullfighters is different than the one worn by bull riders. It is worn underneath the jersey and features a hard plastic outer shell on the front and back. The vest also has breakaway construction in the event the bullfighter is hooked. Underneath the shorts, the bullfighters wear a padded girdle that has both foam and plastic padding.
The PBR Cup is a traveling monument to the best riders in the world. As the PBR began its 28th year in 2020, the Championship Trophy was reimagined by Montana Silversmiths, featuring a newly designed Cup.

Made with more than six pounds of silver, atop an eight-sided tower, the PBR Championship Trophy features 27 cancho buckles around the base, inscribed with all the past winners' names. The overall design is reminiscent of the original PBR championship trophy awarded 27 years ago to PBR's first top cowboy, Adriano Moraes.

Crafted and manufactured over five months from German silver, diamonds, gold, Ruby Zirconia, and walnut wood, the PBR Championship Trophy is valued at more than $350,000.
PBR BELT BUCKLE

Since western riding sports began, the “trophy” of choice has been the belt buckle. It is the ultimate symbol of cowboy achievement and is worn with pride by those athletes talented enough to earn it.

On the PBR’s premier series, buckles are awarded to each regular-season event winner, each PBR World Finals round winner, PBR Stock Contractor of the Year, PBR Rookie of the Year, PBR World Finals event winner and PBR World Champion.

The custom buckle for each premier series event is created by Montana Silversmiths, the Official Buckle Partner of the PBR.

Regular-season event buckles are valued at a minimum of $1,500, with the buckle awarded to the PBR World Champion valued at more than $20,000.
**DR. TANDY FREEMAN**

Dr. Tandy Freeman has been the official on-site doctor for the PBR since 1995. Freeman, a native Texan, earned his medical degree from the University of Texas Southwestern Medical School after receiving a bachelor's in biology from Baylor University. Following internship and residency training in general and orthopedic surgery in Utah and Texas, he completed a fellowship in sports medicine in Alabama and went into practice in Dallas. There he worked with the founder of the PRCA's sports medicine program, Dr. J. Pat Evans, to whom he attributes his involvement with PBR. Dr. Freeman also serves as Medical Director of the PRCA's Justin Sports Medicine Team.

In addition to caring for bull riders, Dr. Freeman has served in various roles for a number of amateur and professional teams, including Head Team Physician for the Dallas Mavericks (National Basketball Association, 1996-2001) as well as maintaining a sports medicine practice devoted to treating the injuries of all types of athletes. Named as one of Texas Super Doctors® from 2008-2020, he has received numerous honors, including the Texas Circuit Professional Rodeo Cowboys Association Man of the Year in 2004; the Texas Rodeo Cowboy Hall of Fame Western Heritage Award Inductee in 2008; Resistol Rodeo Man of the Year in 2010; the Lane Frost Award in 2012; and induction into the Texas Cowboy Hall of Fame in 2013. In 2016, Dr. Freeman received the PBR's Jim Shoulders Lifetime Achievement Award.
SPORTS MEDICINE TEAM

Veteran athletic trainer Rich Blyn leads the PBR’s Sports Medicine Team. Blyn, Jeff Bray, Tony Marek, Dave Edwards, Brandon Thome and a national network of trainers are on site to ensure that PBR riders receive the best possible care before, during and after every Unleash The Beast event, including implementing one of the most comprehensive concussion protocols in professional sports. Additionally, Eric Buckman and Doin Dahlke lead the team responsible for overseeing the Pendleton Whisky Velocity Tour. Blyn, a 25-year PBR veteran who has been with the sport since its second year, became a Certified Athletic Trainer in 1989, and has since worked at the high school, college and professional levels, including as a member of the sports medicine team for the PRCA. He and his wife Liane, moved to Gilbert, Arizona, in April 2018 where she is the head strength coach for Olympic sports at Arizona State University. Blyn was awarded his bachelor’s degree in exercise science from California State University, Dominguez Hills, and his master’s degree in sports medicine from the University of Nevada, Reno.
RIDE SCORE & JUDGES

RIDE SCORE

Each ride is worth up to 100 points – 50 points for the bull, and 50 points for the rider if he successfully rides the bull for 8 seconds. Four judges award up to 25 points each to the rider and the bull. All four of the judges’ scores are combined and then divided by two for the official score.

Half of the 100 points possible is based on the performance of the bull and how difficult he is to ride. Judges look for bulls with speed, power, and drop in the front end; kick in the back end, direction changes and body rolls. A body roll occurs when a bull is in the air and kicks either his hind hooves or all four hooves to the side. The more of these characteristics a bull displays during a ride, the higher the degree of difficulty. Judges are allowed to award a cowboy a “re-ride” if they feel the bull did not perform at the level of other bulls in the competition and did not give the rider a fair chance to earn a high score.

The other 50 points is based on how adept the rider is. Judges look for constant control and good body position throughout the ride. Spurring the bull is not required, but extra style points are awarded for doing so. The spurs are dull and do not hurt the bull whose hide is seven times as thick as human skin.

The rider must stay aboard the bull for 8 seconds to receive a score. The clock begins when the bull’s shoulder or hip crosses the plane of the bucking chute and stops when the bull rider’s hand comes out of the rope or he touches the ground. The bull rider must ride with one hand and is disqualified if he touches himself or the bull with his free arm during the 8-second ride.

Rides of 90 points or higher are considered outstanding. The highest score in PBR history is 96.5 points, shared by three riders. Bubba Dunn initially set the record on Promise Land in Tampa, Fla., in 1999. Chris Shivers tied the mark on Jim Jam in Tampa in 2000 and on Dillinger at the PBR World Finals in 2001. The last rider to tie the record was Michael Gaffney in Nampa, Idaho, in 2004.

JUDGES

Each Unleash The Beast event has four judges who award 50 points, 25 points for the bull and 25 points for the rider, each out. The scores from each of the four judges are added together then divided by two to determine the rider’s total score. Judges are hired by PBR administration using strict and extensive qualifications.
UNLEASH THE BEAST SCORING

The PBR World Champion is the best – the winningest – bull rider of the season who accumulates the most world points during the regular season and the World Finals.

Prior to 2015, the PBR points system was based on ensuring that the most consistent rider was rewarded by becoming the PBR World Champion. It has, however, always been the intent of the PBR's founders for the bull rider who consistently wins the most events to ultimately be the World Champion. During the 2015 season, the league restructured its points system to reward bull riders who perform at the highest level of the sport both within individual events and throughout the season on all of the PBR’s tours – the premier series and their 15/15 Bucking Battles, Velocity Tour, Touring Pro Division and international tours in Australia, Brazil, Canada and Mexico.

The ride scores determine placement in each round and in the event aggregate, to determine both event and world standings.

The points system was adjusted again for the 2016 season, awarding round points to the first through seventh place finishers.

In 2020 another revamp of the points system was instituted, simplifying the format by reducing the number of points available proportionally across all territories and tours.

Decreasing overall points awarded provides easier tracking for fans and competitors alike. The point change also provides more riders the potential to earn points. Additionally, it also awards round points to the Top 11 finishers, increases the relative number of points awarded in 15/15 Bucking Battles, and makes more points available at World Finals relative to other events.

In 2021, PBR introduced bonus points to anyone who records a score in excess of 70 points.

The current point systems for regular-season and Major events are denoted below.

<table>
<thead>
<tr>
<th>Finish (Based on ride score/total)</th>
<th>Round Points</th>
<th>2-Day Average Points</th>
<th>3-Day Average Points</th>
<th>15/15 Round Points</th>
<th>Ride Score Bonus Points</th>
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**Bull Riding Basics**

**PBR Major Events (Points System 2020 and Beyond)**

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**Unleash the Beast Scoring** ... continued
WORLD FINALS SCORING
The PBR World Finals points system was modified in 2004 to ensure that the PBR World Champion was not determined prior to the World Finals. By awarding more points at the season-ending World Finals, it gave virtually all riders in the Top 10 a mathematical chance of becoming the PBR World Champion.

A new points system instituted in 2015 made the race for the world title more competitive and also placed increased emphasis on the most important achievement in sports – winning.

Beginning in 2020, in an effort to make tracking points easier for fans and competitors, a completely revamped scoring system was instituted for all events globally, including World Finals. Among the changes made, the new scoring system makes more points available at World Finals relative to other events, making the toughest five days in sports even more meaningful in the quest to be crowned the world's best.

Below is the current points system:

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<tr>
<th>Finish</th>
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WORLD FINALS QUALIFICATION
Riders qualify for the PBR World Finals based on world points earned during the season on all of the PBR’s tours: premier series, Velocity Tour, Touring Pro Division, and PBR international tours in Australia, Brazil, Canada and Mexico.

The Top-35 ranked riders, based on the PBR world standings, will compete at the PBR World Finals. They are also joined by the PBR’s Velocity Tour Champion and runner-up, and the Top 2 finishing riders overall and the highest-finishing international qualifier at the Velocity Tour Finals.
PENDLETON WHISKY VELOCITY TOUR, TOURING PRO DIVISION AND PBR INTERNATIONAL EVENTS POINTS SYSTEMS AS OF 2020

Prior to the 2020 season, PBR revised the world standings point system, decreasing the amount of world points available at all events, creating easier tracking for competitors and fans.

For domestic Pendleton Whisky Velocity Tour events, the number of world points available to the winning rider decreased from 220 world points to 37 world points for a one-day event and from 270 world points to 44 world points for a two-day event. A rider now earns 30 points for winning the aggregate at a Velocity Tour event, compared to 170 in 2019. Second place is awarded 20 points and third place 10. Fourth through seventh earns 6, 4, 3, and 2 world points, respectively. Top-7 finishers in Velocity Tour long rounds still receive points, with the scoring starting at 7 points for round winners, 4 points for second-place, 3 points for third, 2 points for fourth, and 1 point each for places fifth through seventh.

International Cup events in Australia, Brazil, Canada and Mexico also receive fewer world points for aggregate winners. International cup events do not award any round points. Aggregate winners of international cup events are awarded 30 world points, second place earn 20 points, third place 10 points, fourth 6 points, fifth place 4 points, sixth place 3 points and seventh place 2 points.

Points also decreased for the international finals events with the aggregate winner now receiving 60 world points, compared to the 270 earned in 2019. Second place receives 38 world points and third place garners 27 points. Fourth through seventh takes home 20, 16, 11 and 5 points, respectively.

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<th>POINTS SYSTEM</th>
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GUIDE TO THE GEAR

1. HEADGEAR - COWBOY HAT OR HELMET

Wearing a cowboy hat is primarily traditional; however, helmets with protective facemasks are being worn by more bull riders and are mandated for younger riders. Helmets shield the head, while facemasks protect both the face and jaw.

Choosing a hat or helmet used to be a matter of preference. Some riders feel that the helmet and facemask restrict their vision, and others believe the added weight upsets their balance and timing. Those who wear them are grateful for the added protection.

Beginning with the 2013 season, however, any competitor born on or after October 15, 1994 is required to wear a protective helmet that is suitable and appropriate for use in the sport of professional bull riding. The helmet must be worn at all times while in the bucking chutes and/or while present in the immediate competition area (e.g. on the dirt) of any PBR sanctioned event. The competitor is prohibited from competing in any PBR sanctioned event without wearing such helmet.

Older riders who are grandfathered in to having the choice of a cowboy hat will often wear a helmet or facemask after a serious head, face or jaw injury.

2. PROTECTIVE VEST

Every bull rider must wear a protective vest, an invention which has dramatically reduced the number of internal injuries. Developed by PBR Director of Livestock and Co-Founder Cody Lambert, the vest absorbs shock and dissipates blows while protecting the torso from direct contact with the bull’s hooves and horns.
4. GLOVE
A bull rider wears a glove on his riding hand. The leather glove, which protects both the hand and fingers, is secured around the wrist with tape to keep it from being torn from the rider’s hand by the tremendous force of the bull.

5. ROSIN
Each bull rider carries a container of rosin, a sticky substance that provides extra grip. Every rider has his own preference and recipe for rosin, typically adding saddle soap or Neutrogena soap.

6. CHAPS (PRONOUNCED SHAPS)
Each pair of chaps is custom-made. They reflect a rider’s personality while also displaying sponsor logos. Chaps can also provide some protection, particularly in the chute.

7. BULL ROPE
Braided from nylon or grass, the bull rope is placed around the bull’s chest behind his front legs. The flat rope has a handle braided into it, constructed partially of leather, which is the bull rider’s only anchor for the duration of his ride. The rider runs the rope through his fingers and grips it to keep it tight around the bull.

There are two varieties of bull ropes, American and Brazilian. The Brazilian version is slightly stiffer and is pulled from the opposite side, meaning a rider using his right hand would have his rope pulled from the left side. The same rider using an American rope would have it pulled from the right side.

Bull ropes typically last one season, although some riders replace them more frequently. A metal bell hangs at the bottom of the rope 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 athlete. The bell has smooth, round edges and does not harm the bull in any way.

8. BOOTS
Bull riders wear boots with a special ridge on the heel which helps their spurs stay in place. Some riders wear a traditional pull-on boot while others prefer a lace-up boot. Some of the riders who wear pull-on boots will tie them on to prevent them from being pulled off during the ride.

9. SPURS
Spurs help the rider stay in position on a bull. The rowels are dull so they don’t injure or cut the hide of the bull (which is seven times thicker than human skin). The spurring action displays the level of complete control the cowboy possesses during the ride. When a rider is said to be “spurring” the bull, his spurs don’t come in actual contact with the animal; he’s extending his legs and boots out to show total control.

ADDITIONAL EQUIPMENT

PROTECTIVE CUP
While hard for some to believe, bull riders do not wear protective cups. Riders typically wear tight spandex girdles or bicycle shorts.

MOUTHPIECE
Bull riders wear a protective mouthpiece to help reduce the risk of damage to their teeth, resulting from the jarring action of the bull bucking and from impact with the bull or the ground.
BULL RIDING BASICS

PBR GLOSSARY

AMERICAN BUCKING BULL, INCORPORATED (ABBI)
Due to the popularity of the sport of professional bull riding and the celebrity of the bucking bulls themselves, the PBR developed the official bucking breed cattle registry, American Bucking Bull, Inc. (ABBI). ABBI offers valuable incentives to breeders and preserves the lineage of the top PBR bulls.

ANNOUNCER
The announcer explains the action and provides statistics on bulls, riders and stock contractors to fans attending a live event.

ARENA
The arena is the area where the bull riding takes place. The size varies by venue, but the average size of the “field” for a premier series event is 85 feet by 140 feet. The bucking chutes, panels, gates and posts that comprise the arena weigh approximately 50,000 pounds and are equal in length to six football fields (1,800 feet). The materials are transported from event to event.

ARENA DIRECTOR
The Arena Director is responsible for maintaining the flow of the event by balancing the production and competition, and, during televised events, the commercial breaks. The current Unleash The Beast Arena Director is Jerome Robinson.

AVERAGE
The “average” or “aggregate” represents the total ride score of the bull riders at an event. “Winning the average,” means the bull rider finished the event with the highest total ride score.

AWAY FROM HIS HAND
“Away from his hand,” is a term used by bull riders to describe when a bull spins in the opposite direction of their riding hand. For example, a right-handed bull rider on a bull that spins to the left is riding a bull “away from his hand.”

BACK PENS
The back pens are located behind the arena bucking chutes. This maze of steel panels serves as the holding area for bulls before and after competition.

BANANA HORNS
A bull with downward sloping horns is said to have “banana horns.”

BELL
See bull rope.

BELT BUCKLE
See gold buckle.

BODACIOUS
One of the most famous bulls in history, the 1,900-pound Charbray Bodacious, gained notoriety for injuring some of the PBR's most talented riders, including 1995 PBR World Champion Tuff Hedeman in the final round of the 1995 PBR World Finals. Hedeman suffered multiple fractures after his face collided with the back of Bodacious’ head. Owned by Texas stock contractor Sammy Adams, Bodacious was retired from competition in December 1995. The great bull died of natural causes in 2000 at the age of 12. In 2019, Bodacious was awarded the prestigious Brand of Honor.

BREEDING PROGRAMS
For years, finding a good bucking bull was a frustrating matter of chance for stock contractors, since a bull will only buck if he has the innate desire and natural instinct to do so. The introduction of breeding programs has proven that genetics are the main factor in determining a bull’s desire and ability to buck, and science has made the business of owning bucking bulls one of patience, intelligence and money as opposed to luck.
BUCK OFF
If a rider is thrown from the bull before the required 8 seconds, he has bucked off and does not earn a score. If used as a noun or adjective, the term is “buckoff,” e.g., “This rider has had nine buckoffs in a row,” versus “this bull will buck off 90 percent of his riders.”

BUCKING CHUTE
See chute.

BULL
Bulls competing in the PBR come in a variety of shapes, sizes and colors. Each has a distinct personality and traits that make him unique. Bucking bulls are in their athletic prime around five or six years of age; however, many buck past the age of 10. When retired from competition, most bulls are used as sires in breeding programs.

BULLFIGHTERS
The bullfighters distract the bull away from a rider who has been bucked off or who has dismounted following an out. These tough and courageous athletes allow the rider to get back onto his feet and out of harm’s way.

BULL ROPE
Wrapped around the chest of the bull, directly behind the animal's front legs, the bull rope is what the bull rider grips during the ride. The rope is never tied and is only kept in place by the rider's closed hand. Each rope has a metal bell to provide weight and allow the rope to slide from the bull as soon as the rider releases his hand, either by design while dismounting or when bucked off. The rope does not agitate the bull in any way and never goes near the bull’s genitals, contrary to popular myths.

BUSHWACKER
The three-time PBR World Champion Bull (2011, 2013, 2014) Bushwacker holds the record for longest buckoff streak in PBR history at 42. In 2013, J.B. Mauney successfully rode him in Tulsa, Oklahoma, during his ninth attempt for 95.25 points. It was the first time Bushwacker had been ridden in four years. Bushwacker retired in 2014 after that season's PBR World Finals. He is only the second bull to ever win the title of PBR World Champion three times, and is considered the greatest bull in PBR history. In 2016, Bushwacker was awarded the PBR Brand of Honor at the World Finals.

CHANGE DIRECTIONS
“Change directions,” is defined as when the bull moves in a different direction, either forward or backward, or side-to-side. Occasionally, an announcer will say a bull has “changed directions” when he changes the direction in which he is spinning.

CHUTE
Each bull ride originates from a gated, steel box called a chute. The bull rider and the bull remain in their designated chute until the arena is clear and the rider has wrapped his hand into his bull rope. When the rider is ready he nods his head, signaling the gate man to open the chute gate, releasing the bull and allowing the out to begin.

CHUTE BOSS
The Chute Boss works closely with the Arena Director, helping with the flow of the event by making sure the riders are prompt in their set up and don’t spend too much time in the chute prior to riding. Those who do are “put on the clock” and face possible disqualification for that out.

COVER
A rider who “covers his bull” has successfully stayed aboard for 8 seconds and earned a score.

DINK
Sometimes a rider leaves the chute on a bull that neither bucks nor spins. This bull is called a “dink.”

DILLINGER
One of the most recognizable bulls, Dillinger, a black, white-faced bull owned by Herrington Cattle Co., became the first two-time PBR World Champion Bull, earning the honor in 2000 and 2001.
**Dismount**
The bull ride is complete either when the bull rider has met the 8-second requirement or when he is bucked off. Bull riders who are still in control when the 8-second buzzer sounds must dismount, getting off the bull as safely as possible. A bull rider typically uses his free hand to release his riding hand, and then flings himself off as the bull is bucking, using the momentum of the kick to propel his body away from the bull. If possible, the rider will wait until the bull is moving or spinning away from his riding hand at which point he will dismount in the direction of his riding hand.

**Disqualified**
Bull riders will be disqualified, receiving no score, if they touch the bull or themselves with a free hand or arm during the ride, or if the riding hand comes free from the bull rope before the 8-second requirement. Additionally, riders delaying in the chute who are “put on the clock” and don’t exit the chute in time do not receive a score.

**Doctor Release**
In order to withdraw from a PBR event due to injury without penalty, a rider must submit written proof from a physician stating that his injury prohibits him from competing. Once a rider submits a doctor release, he is ineligible to compete in any PBR competition for 10 days.

**Down in the Well**
“Down in the well,” is when a bull is spinning in one direction and the force pulls the rider down the side of the bull and into the motion’s vortex. This dangerous scenario often results in a bull rider getting “hung up,” on the bull. PBR’s incredible bullfighters, equipped with knives, sometimes have to jump in and cut the rider loose.

**Draft**
The PBR has implemented a draft system at premier series events whereby the riders choose the bull they will ride during the championship round as opposed to the selection being determined by a random draw. The order of the draft is determined by the event standings, with the leader selecting first, and the choices proceeding through the 15th ranked rider. Each PBR World Finals also features two rounds where riders draft their bulls.

**Draw**
The list of bull riders and the bulls with which they are randomly paired is called the draw. The draw for Unleash The Beast events is typically created by computer on the Wednesday prior to an event. A bull rider who says he has a “good draw” is happy with the bull selected for him to ride.

**8 Seconds**
8 seconds is the amount of time a bull rider must stay aboard his bull to receive a score. “8 Seconds” is also a movie about World Champion bull rider Lane Frost, who was fatally injured at the 1989 Cheyenne Frontier Days in Wyoming.

**Enter**
Bull riders must contact the PBR and officially enter an event before they are allowed to compete.

**Entertainer**
The entertainer, formerly referred to as the barrel man, entertains the crowd, using comical dialogue and dances, when bulls are being loaded into the chutes, during television commercial breaks, and for intermissions. In years past, the barrel man was an active protection bullfighter who specialized in using a barrel placed in the arena to protect himself and downed riders unable to reach the safety of the fence. Over time, barrel men assumed most of the comical duties of what were then called “rodeo clowns.” Today, the entertainer's duties are exclusively performance related, though the barrel itself is still used for safety purposes. Flint Rasmussen is the PBR's current official entertainer.

**Fades**
A bull who “fades” is moving backwards while simultaneously spinning or bucking, often in more than one direction.
FLANK MAN
The flank man is the person who fits the flank strap onto the bull in the chute. Bulls respond in different ways to flank straps, so the flank man must know the bull's tendencies to properly fit the soft cotton rope to each particular bull. The flank man is often the stock contractor who owns the bull or someone who works for the contractor.

FLANK STRAP
The flank strap is soft cloth, often lined with sheep's wool, wrapped around the flank of a bull, similar to a person's belt. Its purpose is to enhance the bull's natural bucking motion, encouraging the animal to extend his hind legs while trying to get the rider onto the ground. The flank strap is never placed around the bull's genitals and does not agitate the bull. There are never sharp or foreign objects placed between the strap and the animal. The flank strap is never pulled too tight, that would restrict the bull's motion, and the sport's scoring is based on each bull bucking at his best potential. The flank strap is designed for quick release and is removed immediately after the bull exits the arena.

FOUL
If something happens during the ride that gives the bull an unfair advantage over the bull rider, it is considered a foul, and the rider is given the option of a re-ride. Examples of fouls include the bull making contact with the bucking chute at the beginning of the ride, or if the flank strap falls off before the ride has been completed.

FREE HAND
The free hand is the hand not used to grip the bull rope and must stay in the air throughout the ride. If the free hand makes contact with the bull or with the bull rider before 8 seconds elapse, the rider will be disqualified and will not receive a score.

FREIGHT TRAINED
If, after the rider has dismounted or is bucked off, a bull decides to run over the rider, the bullfighter or the entertainer, the cowboy has been “freight trained.”

GATE MAN
Positioned in front of the chute from which the ride is about to begin, the gate man begins the ride by pulling a rope tied to the chute gate which opens the gate on the bull rider's cue. The gate man is responsible for quickly opening the gate as wide as possible while getting out of the way as the bull and rider exit the chute.

GLOVE
Bull riders wear a thick, soft leather glove designed to protect them from rope burns, while still letting them grip their bull rope.

GOLD BUCKLE
The PBR World Champion is presented with a custom-made, gold buckle which is the ultimate symbol of achievement and valued at more than $20,000. Bull riders also receive buckles for winning each regular-season event, and for each round win during the PBR World Finals.

GLEN KEELEY AWARD
The Glen Keeley Award is presented to the Canadian bull rider who earns the most world points during the regular-season. The award is presented in memory of Glen Keeley, a Canadian bull rider who was fatally injured on March 24, 2000, during a PBR event in Albuquerque, New Mexico.

HEAD HUNTER
A bull that is constantly looking for a two-legged target to hit is called a “head hunter.”

HONEST BUCKER
While it is unusual, a bull that bucks the same way every time out of the chute is known as an “honest bunker.”

HOOK, HOOKED, HOOKING
This occurs when a bull strikes a bull rider or a bullfighter with his horns.
HUNG UP
If a rider is unable to free his hand from his bull rope when dismounting, he is “hung up,” and often requires the assistance of bullfighters to release him. Proper usage is to refer to a rider being “hung up on” a bull, though bull riders will sometimes use the term “hung up to” a bull.

INTO HIS HAND
“Into his hand,” is the scenario where a bull spins in the same direction of the rider’s riding hand. For example, if a right-handed rider is on a bull that spins to the right then he is riding a bull “into his hand.”

JUDGES
The score for each bull rider is determined by a group of judges who are hired by the PBR using strict and extensive qualifications. Each Unleash The Beast event has four judges, each with 50 points (25 points for the bull and 25 points for the rider) to award per out. The scores from each of the four judges are added together then divided by two to determine the rider's total score.

KISSING THE BULL
A bucking bull is very dangerous, and when the back of the bull’s head meets the face of the rider, the rider has “kissed the bull.”

LANE FROST/BRENT THURMAN AWARD
The Lane Frost/Brent Thurman Award is presented to the bull rider with the highest-scored ride at the PBR World Finals. The award is named in memory of Lane Frost, who was fatally injured at the 1989 Cheyenne Frontier Days in Wyoming, and Brent Thurman, who suffered fatal injuries at the 1994 National Finals Rodeo in Las Vegas.

LEFT-HAND DELIVERY
Left-hand delivery is when the chute gate opens to the bull and bull rider’s left.

LITTLE YELLOW JACKET
The first three-time PBR World Champion Bull, Little Yellow Jacket won the award in 2002, 2003 and 2004 before retiring in 2005. He made history in 2003 at the World Arena in Colorado Springs, Colo., when he bucked off Chris Shivers in less than two seconds, preventing the two-time PBR World Champion from collecting a $1 million bonus presented by Ford Trucks while earning his owners $50,000. The famous bull was 15 years old when he passed away in 2011 and his statue graces the outside of PBR’s headquarters in Pueblo, Colo.

LIVESTOCK DIRECTOR
Responsible for determining the bulls used at each event, the Livestock Director works with stock contractors nationwide to ensure that the highest caliber bucking bulls are used in PBR competition. PBR Co-Founder and Ring of Honor member Cody Lambert is the Livestock Director for the league.

MASON LOWE AWARD
The Mason Lowe Award is presented to the bull rider with the highest-scored ride of the PBR premier series during the regular season. The award is named in memory of Mason Lowe, who was fatally injured at the 2019 PBR event at the National Western Stock Show in Denver, Colorado.

MINIMUM AGE
Bull riders must be 18 years old to become a PBR member.

MULEY
A bull without horns is a “muley.”

OFFICIALS
See judges.

OUT
Whenever a bull exits the chute gate with a rider on board attempting to earn a score, it is called an “out.”
PBR GLOBAL CUP
Launched in Nov. 2017, the PBR Global Cup establishes a new world order in bull riding, pitting teams from five nations against one another in a one-of-a-kind event akin to the “Olympics of bull riding,” where record purses and the very dirt they compete upon are on the line. After Team USA won the first-ever event in Edmonton, Alberta, Canada, Team Brazil emerged victorious at the consecutive stops in Sydney, Australia, in June 2018 and Arlington, Texas, in February 2019. In 2020, Team USA made history, becoming the first nation to defend home soil, when it won the 2020 PBR Global Cup USA in Texas.

PBR HEADQUARTERS
The PBR's headquarters have been located in Pueblo, Colo. since 2007. In addition to its main office, the PBR has international offices in Australia, Brazil, Canada and Mexico, and dozens of employees on the road at the hundreds of PBR-sanctioned events.

PBR MAJOR
A PBR Major is an event which takes place during the regular Unleash The Beast season, has a unique format and offers increased points and bonus money.

PBR MONSTER ENERGY TEAM CHALLENGE
Launched in 2020, the PBR Monster Energy Team Challenge features 48 of the world’s top professional bull riders split into 12 teams and two divisions, facing off until two teams remain to compete for the championship. In its inaugural year, the competition ran from June 5 – July 12, beginning with closed events at South Point Arena in Las Vegas, Nevada and culminating in a championship weekend at the Denny Sanford PREMIER Center in Sioux Falls, South Dakota July 10-12.

PBR ROOKIE OF THE YEAR
The PBR Rookie of the Year award is presented to the bull rider who earns the most world points during his first PBR season. In 2013, the determining factor changed from the most money earned to the most points earned.

PBR UNLEASH THE BEAST
The PBR Unleash The Beast is the league's elite tour, featuring the Top 35 bull riders from the world standings. For the first five events of each season, athletes competing will be the Top 35 riders who from the previous year’s world standings. After the fifth event, the current world standings will begin to shape the draw.

PBR UNLEASH THE BEAST CHAMPIONSHIP ROUND
The 15 riders with the highest cumulative scores following the first two rounds of a two-day event or the first three rounds of a three-day event at each PBR Unleash The Beast event will advance to the championship round where they will face the event’s most difficult bulls as determined by the PBR Livestock Director.

PBR UNLEASH THE BEAST WORLD FINALS EVENT CHAMPION
The bull rider who has earned the most PBR world points at the PBR Unleash The Beast World Finals will be declared the World Finals Event Champion.

PBR WORLD CHAMPION
The bull rider with the most PBR world points at the conclusion of the regular season and the World Finals will be declared the PBR World Champion.

PBR WORLD POINTS
PBR world points are awarded as a result of placement in rounds (Unleash The Beast and Pendleton Whisky Velocity Tour events only) and in the event average, and can be earned at all PBR events, including on the Unleash The Beast, Pendleton Whisky Velocity Tour, Touring Pro Division and international tours, as well as minor special events.

PBR WORLD STANDINGS
The overall season ranking is determined by PBR world points. Each rider begins the season with zero points. Points are accumulated beginning with the first event of the season, including on the Pendleton Whisky Velocity Tour, Touring Pro Division and international events, continuing through the PBR World Finals.
BULL RIDING BASICS

PBR.COM
PBR.com, the official website of the PBR, is updated daily and includes press releases, feature stories, schedules, statistics, standings, videos and more. It also allows visitors to search for specific riders and bulls.

PENDLETON WHISKY VELOCITY TOUR (PWVT)
The Pendleton Whisky Velocity Tour (PWVT) is the expansion tour of the PBR featuring the up-and-coming riders competing alongside the stars of the premier series for PBR world points. The PWVT feeds the elite Unleash The Beast with new talent. The winner of each PWVT event gets the opportunity to compete at a premier series event to earn the points necessary to remain on the elite tour.

PROFESSIONAL RODEO COWBOYS ASSOCIATION (PRCA)
The Professional Rodeo Cowboys Association (PRCA) is the sanctioning body for rodeo events throughout the United States. Though a handful of PBR bull riders also hold memberships in the PRCA, the PBR is not affiliated with the PRCA or its sanctioned events.

QUALIFIED RIDE
If a rider reaches 8 seconds without being disqualified, he has completed a qualified ride and therefore earns a score.

RANK
A difficult bull to ride is called “rank.”

RE-RIDE
A judge may give a rider a re-ride if he feels that the bull did not perform at a level comparable to the other bulls in the competition and therefore did not give the rider a fair chance to earn a high score. Potential re-ride bulls are selected prior to the event.

REGULAR SEASON
The Unleash The Beast regular season begins in January and concludes in November. The season usually opens in New York at the world famous Madison Square Garden and concludes at T-Mobile Arena in Las Vegas for the PBR World Finals.

RIDING HAND
The riding hand is the hand that a bull rider uses to grip his bull rope.

RIGHT-HAND DELIVERY
Right-hand delivery is when the chute gate opens to the bull and bull rider’s right.

SLAP
If a rider makes contact with the bull with his free hand during a ride, it is called a slap. He is disqualified and does not receive a score.

SPINNER
If a bull’s bucking pattern includes him spinning in a tight circle throughout the ride, he is referred to as a “spinner.”

SPURS
Bull riders’ spurs must have dull, loosely locked rowels – the wheel-like part that comes in contact with the animal. Spurs, which help a rider maintain his balance by providing extra grip with his feet, do not cut, scratch, agitate, or harm a bull, whose hide is seven times thicker than human skin.

SPURRING A BULL
When a rider is said to “spur a bull,” he’s thrusting his boots and legs out to show total control in the ride to gain a higher score.

STOCK CONTRACTOR
The people who own and lease bulls are called stock contractors. Unleash The Beast events feature 80-90 bulls. Depending on the location and duration of the event, the bulls will be provided by 10 or more stock contractors.

STOCK CONTRACTOR OF THE YEAR
Determined in a vote of the Top 40 bull riders in the world, the Stock Contractor of the Year is the individual who consistently supplies the highest quality bucking bulls at PBR events.
SUCKS BACK
A bull that bucks in one direction then instantly switches to the opposite direction is known to “suck back.”

TIPPING
Bucking bulls' horns are trimmed for their own safety as well as that of the bull riders and bullfighters. Tipping is like getting your fingernails trimmed and does not hurt the bulls.

TURN BACK
If a bull heads one way and then makes a sharp move in the opposite direction, it is called a “turn back.”

TURN OUT
If a bull rider enters a competition and elects not to compete for reasons other than injury, then he has “turned out,” often forfeiting his entry fee. Unleash The Beast riders who turn out of competition are subject to strict fines to ensure that the world’s best riders compete at every elite tour event.

UNION BULL
If a bull bucks for only 8 seconds and then quits at the whistle, he becomes known as a “union bull.”

VEST
Developed by PBR Co-Founder and Ring of Honor inductee Cody Lambert, the protective vest must be worn by every PBR rider. Designed to prevent injury, it helps disperse pressure and protects bones and internal organs which are otherwise vulnerable.

WCRA (WORLD CHAMPIONS RODEO ALLIANCE)
WCRA is a professional sport and entertainment entity, created to develop and advance the sport of rodeo by aligning all levels of competition. In association with the PBR, WCRA produces Major rodeo events, developing additional opportunities for rodeo-industry competitors, stakeholders, and fans. To learn more, visit wcrarodeo.com. For athletes interested in learning more about the WCRA Virtual Rodeo Qualifier (VRQ) system, visit app.wcrarodeo.com.

WESTERN SPORTS FOUNDATION
Established in 1999, initially as the Rider Relief Fund, the Western Sports Foundation helps western sports athletes who are unable to compete due to injury with a focus on financial support and total athlete wellness through initiatives for emotional, financial and mental health. Resistol initially pledged more than $1 million to create the non-profit RRF, providing assistance to professional, college and high school bull riders and bullfighters injured during competition, and PBR helped launch the broader-reaching WSF in 2018 with a multi-million dollar commitment. In addition to personal contributions and corporate sponsorships, funds are generated through annual fund raisers including various events, sport tournaments, live and silent auctions and a celebrity poker tournament at the PBR World Finals. The Rider Relief Fund was expanded and relaunched as the Western Sports Foundation in 2018.

WOMEN’S RODEO WORLD CHAMPIONSHIP (WRWC)
Launched in 2020 by the PBR and WCRA, the Women’s Rodeo World Championship is a first-of-its-kind, event open to any female athlete in the world competing in breakaway roping, barrel racing, and team roping (heading and heeling).

WRECK
When a rider is bucked off, then subsequently horned and/or stomped by the bull, he has been involved in a “wreck.”

YETI PBR WORLD CHAMPION BULL
All bulls that compete on the PBR’s premier series are eligible to win the YETI PBR World Champion Bull title, provided they have not been deemed ineligible by the league. The YETI PBR World Champion Bull will be determined by a bull’s Top 8 outs during regular-season events on the Unleash The Beast, 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.