



Contacts:

Michael Mack, Las Vegas Events (michael@lasvegasevents.com)

(702) 260-8605 or (702) 349-0023 (cellular)

Tina Tonascia, Santa Maria Elks Rodeo/Golden Circle of Champions (tina@elksrec.com)

(805) 925-4125 or (805) 264-2463 (cellular)

Golden Circle of Champions to Bring Families and Message of Hope to the Wrangler National Finals Rodeo

Las Vegas Events, PRCA, Red Bluff Round-Up, Santa Maria Elks Rodeo and Nevada Childhood Cancer Foundation teaming up to honor local families and those from around the country

LAS VEGAS – November 14, 2018 – The Golden Circle of Champions, in conjunction with Las Vegas Events, the Professional Rodeo Cowboys Association, Red Bluff Round-Up, Santa Maria Elks Rodeo and Nevada Childhood Cancer Foundation, announced today that it will honor 20 children and their families fighting life-threatening cancer during the Wrangler National Finals Rodeo in Las Vegas.

Founded in 2016 in conjunction with the Santa Maria Elks Rodeo, the Golden Circle of Champions was conceived to raise awareness and provide funds to help those children in need. Each year, families are honored during the opening night of the rodeo. Through donations and fundraising efforts, support is provided directly to the families to fulfill their most urgent needs: paying bills, buying medicine and caring for their family.

What started at the Santa Maria Elks Rodeo is now making its way to Las Vegas to continue the vital mission of the Golden Circle of Champions. Ten local Las Vegas families along with 10 families chosen from PRCA-sanctioned rodeos from across the country will be treated like champions at rodeo-themed activities in their honor. Each of the 20 families in attendance will include a child between the ages of 6 and 14 years of age who has been diagnosed with a life-threatening cancer or associated illness.

While in Las Vegas, the children and their families will be honored at the Golden Circle of Champions Banquet at the South Point Hotel, Casino & Spa on Sunday, December 9 at 1 p.m. PT. The children will have an opportunity to dine with rodeo champions, receive special gifts and learn about the sport of rodeo. That evening, all honorees will attend the Wrangler NFR at the Thomas & Mack Center. The following day, the group will make their way to Cowboy Christmas at the Las Vegas Convention Center for a photo shoot in the Wrangler NFR Arena, followed by live viewing of the Junior NFR presented by YETI.

“The Red Bluff Round-Up Association is excited to partner with the Golden Circle of Champions during the Wrangler Nationals Finals Rodeo in Las Vegas,” said James Miller, general manager of the Red Bluff Round-Up. “We, at the Red Bluff Round-Up, continually strive to make a positive impact in our community. It is phenomenal to see so many sponsors, rodeo committees, volunteers and Wrangler NFR contestants joining forces in this opportunity to make these kids, who are facing such a devastating disease, feel like the true champions they are. I am looking forward to witnessing the smiles on these kids’ faces as they enjoy such an incredible experience.”

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Known as the richest and most prestigious rodeo in the world, the Wrangler NFR attracts the Top 15 PRCA contestants in bareback riding, steer wrestling, team roping, saddle bronc riding, tie-down roping and bull riding, plus barrel racing, to compete for a share of the \$10 million purse and the coveted PRCA World Championship Gold Buckles. In 2017, the event had a total attendance of 168,952 over the 10 days of competition and has sold out more than 300 consecutive performances.

For more information on the Wrangler NFR and Cowboy Christmas, please visit www.NFRexperience.com or through social media at /LasVegasNFR and use #WranglerNFR. For the latest Pro Rodeo news and Wrangler NFR coverage, please visit prorodeo.com or through social media at @PRCA_ProRodeo.

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About Las Vegas Events

Las Vegas Events is a private, not-for-profit organization that serves as the exclusive major special events agency for the city. Founded in 1982, LVE is funded by hotel room tax. Through its Signature Event initiative, LVE has created a model to integrate all elements of special events and formally improve communication between event producers and Las Vegas' hotel properties and sponsors. Since 1991, Las Vegas Events has produced, presented or supported more than 750 events.

www.lasvegasevents.com

About the Wrangler NFR

The Wrangler National Finals Rodeo (NFR), considered the world's premier rodeo, features 10 straight days of the best in PRCA PRORODEO competition, with a total of 120 contestants competing every night in seven events. Each December, the top 15 contestants, based on the PRCA | RAM World Standings, in bareback riding, steer wrestling, team roping, saddle bronc riding, tie-down roping, barrel racing, and bull riding qualify to compete at the Wrangler NFR.

www.prorodeo.com