

June 3, 2019

PBR Comes to the Santa Barbara County Fair

SANTA MARIA –This summer, the PBR Classic, known as “The Toughest Sport on Dirt,” will buck into action at the Santa Maria Fairpark’s Minetti Arena. The event will take place at 5 p.m. on Saturday, July 13 during the Santa Barbara County Fair.

The tour event will showcase the world’s elite riders and bulls in a competition that pits guts and determination against muscle and raw power. Each rider is also competing for the year-end title of PBR World Champion and a share of more than \$10 million in prize money, including the \$1 million year-end bonus for the season’s best bull rider.

“It’s incredible to be hosting a PBR event. Nothing beats the excitement and the athleticism. It’s an exciting experience and we’re beyond thrilled to be able to provide this event to Santa Barbara County audiences,” said Richard Persons, Fairpark CEO.

What started out in 1992 as a group of rodeo circuit bull riders with a shared dream to break from the confines of the rodeo format, has been officially declared the fastest growing sport in America. More than 600 bull riders from the United States, Australia, Brazil, Canada, and Mexico hold PBR memberships and compete in more than 300 bull riding events each year.

General admission is \$40, with box seats at \$65 and \$80 until sold out.

The Santa Barbara County Fair runs from July 10-14 at the Santa Barbara County Fairpark. For more information, visit www.santamariafairpark.com or Like us on [Facebook](#).