

MEDIA ALERT

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RODEO AUSTIN INTRODUCES RIDE FOR THE BRAND COWBOY TOURNAMENT

Austin, Texas, March 13, 2015 – Rodeo Austin is excited to unveil a new ProRodeo format at the 2015 Fair and Rodeo. Contestants will compete in the form of a tournament bracket, called *Ride for the Brand Cowboy Tournament*™ and \$500,000 in prize money.

The Qualifying Rounds will take place March 14-23, 2015 and will spotlight 8 contestants each night in the bareback riding, saddle bronc riding, tie-down roping, team roping, steer wrestling, barrel racing and bull riding events. A total of \$252,000 will be split between these 10 rounds. The top 4 athletes in each round will advance on to the Playoff Rounds.

As the tournament continues, fans have a chance to anticipate scores, fill in the bracket and predict final winners in all seven rodeo events.

The Playoff Rounds will take place March 24-27, 2015. Each night, ten athletes compete per event for a total of \$120,000. The top two athletes in each round will advance on to the Final Round.

The Final Round will host the top 8 athletes from each event, paying out a total of \$160,000. The first-place winner of each event will receive a Rodeo Austin branding iron and the title of Champion.

“We are excited to showcase this new and innovative approach to rodeo,” said Bucky Lamb, Chief Executive Officer of Rodeo Austin. “Rodeo fans and athletes alike will relate to the March Madness aspect of *Ride for the Brand Cowboy Tournament*, making the sport easy to understand for all.

Come see *Ride for the Brand Cowboy Tournament* in action from March 14-28, 2015!

Media interested in attending should contact Sarah Van Ert, Marketing Coordinator, at Sarah@RodeoAustin.com or 512-919-3000.

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