



CANADIAN COWBOYS ASSOCIATION

THE ASSOCIATION OF CHOICE

Press Release, JULY 13, 2021

FOR Immediate Release

Swift Current, SK

2021 Canadian Cowboys Association Finals Rodeo Presenting Sponsor Announced

The Canadian Cowboys Association (CCA) Event Finals Committee is excited to announce **Robertson Implements in partnership with New Holland Agriculture** as the presenting sponsor for the 2021 CCA Event Finals Rodeo! Robertson Implements and New Holland Agriculture have proudly been serving farmers and farming communities since 1921. The CCA Event Finals Committee is looking forward to this new partnership for the 2021 Championship Rodeo.

“Events such as the CCA Event Finals Rodeo are not possible without the generous donations of community sponsors. We would like to thank Robertson Implements, in partnership with New Holland Agriculture, and all Event Finals sponsors for coming on board for the 2021 Event Finals,” said Lenora Bells, CCA Sponsorship & Marketing Coordinator.

The 2021 CCA Event Finals Rodeo will take place September 24 – 26, 2021 at Kinetic Park’s Magnus Newland Arena.

“After a quiet year, we are excited to be welcoming fans back for three exciting days of rodeo, featuring the top-notch cowboys, cowgirls, rough stock and equine athletes around,” said Bob Hope, Committee Chairperson. Planning for the 2021 CCA Event Finals is underway. Stay up to date with details at www.swiftcurrent.ca/cca.

If you are interested in becoming involved in the CCA Event Finals Rodeo as a sponsor or volunteer please call 306-778-2787 or email communityservices@swiftcurrent.ca.

For more information please contact:

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About the Canadian Cowboys Association

The Canadian Cowboys Association is a non-profit organization with a mandate to lead the sport of rodeo with purpose, integrity and an inclusive, holistic view of our partners in all we do. The CCA will promote the sport of rodeo through innovation, people and top-quality entertainment events. Values include: rich, colourful heritage of the sport of rodeo, tradition of a generational family-based rodeo community, youth

within our sport, our association and our communities and loyal to those around us who share our passion and dedication to the preservation and promotion of our sport.

