



CANADIAN COWBOYS ASSOCIATION

THE ASSOCIATION OF CHOICE

Press Release, August 12, 2021

FOR Immediate Release

Regina, SK

2021 The Canadian Cowboys Association Finals Rodeo Kicks off Busy Slate of Events on September 24th.

Along with the Robertson Implements Championship Rodeo, the Canadian Cowboys Association (CCA) announces a full week-end of action coming up in Swift Current, Saskatchewan, September 24-26, 2021.

With last year's event having been cancelled because of the Covid-19 pandemic, the finals rodeo event committee is welcoming everyone back for a community celebration dedicated to preserving our western heritage and family values. The CCA Finals Committee invites everyone to a week-end filled with entertainment and attractions.

During this 3-day event, Magnus Newland Arena will feature 4 rodeo performances. Over 90 athletes from the Canadian Cowboys Association (CCA) participate in bareback riding, saddle bronc riding, steer wrestling, team roping, barrel racing, bull riding, plus - novice bareback, novice saddle bronc, novice bull riding, junior girls barrel racing, junior steer riding, and breakaway roping. All will be competing for their share of the prize money and the 2021 championship title. Rodeo performances are: *Friday, Sept. 24th 7:00pm; Saturday 25th 1:00pm and 7:00pm and Sunday 26th, 1:00pm.*

The action at the Magnus Newland Arena isn't all visitors have to look forward to.

The CCA Finals Committee announces a number of activities happening at Kinetic Exhibition Park. Head on down to the barns and arenas to take in the activities of the Swift Current Ag & Ex Ranchman's Ridin & Recitin' and the Junior Livestock Show; the stockade building is hosting a commercial trade show; around the venue we have the Food Truck Wars; the Palliser Building will be rocking with a boot-stompin' rodeo Cabaret featuring Tyler Lewis and Buckshot - What a great way to *Re:Imagine*, celebrate and showcase our western heritage during National *Culture Days 2021* on the Prairies.

Everyone is excited! Dust off your boots, and join us at Kinetic Exhibition Park, Swift Current SK. For more information checkout the websites: City of Swift Current, Swift Current AG & Ex and/or the Canadian Cowboys Association.

Tickets for the Canadian Cowboys Association Rodeo performances start at \$20 and are on sale now at 306-778-2787 or www.swiftcurrent.ca/caa .

Trade Show Applications: 306-773-2944: SWIFT CURRENT AG & EX
THE SHOW WINDOW OF THE SOUTHWEST kineticpark@swiftcurrent.ca

Stay up to date with details at www.swiftcurrent.ca/cca. www.canadiancowboys.ca
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.

