



## CHAMPIONSHIP BULL RIDING “BUCKING ON THE RIO GRANDE” SET FOR JANUARY 28 AT SANTA ANA STAR CENTER

(RIO RANCHO, NM, October 31, 2016) – The 2017 Championship Bull Riding Bucking on the Rio Grande returns to Santa Ana Star Center on January 28. Fans this year will be treated to another stellar field of bull riders as the reigning and four-time World Champion Sage Steele Kimzey will continue to defend his number one ranking in both the CBR and the Professional Rodeo Cowboys Association.

“Kimzey is fundamentally flawless, the best rider this sport has seen in 15 years,” said CBR Ambassador and Chute Boss, Tuff Hedeman.

Tickets for this year’s event, which will be held January 28 at the Santa Ana Star Center, go on sale at 10:00 AM Friday, November 4, can be purchased by calling 888.694.4849, online at [www.SantaAnaStarCenter.com](http://www.SantaAnaStarCenter.com), or in person at Don Chalmers Ford Box Office at Santa Ana Star Center. Kimzey will be returning to Rio Rancho for the second time and is looking to best his record having previously bucked off in the first round on his first trip to Rio Rancho in 2016.

The four-time World Champion, and Pro Rodeo Hall of Famer, Tuff Hedeman will be in town for the second time heading up the CBR’s production and handling every detail including bull selection, opening pyrotechnics, and the intermission entertainers to assure bull riding fans enjoy the two hour adrenaline rush show.

“It’s a combination of a great rock and roll concert and a heavy weight prize fight and refereed by Tuff Hedeman,” said CBR Chief Executive Officer Benny Cude.

Currently ranked No. 1 in the CBR and PRCA world standings, twenty-two year old Kimzey opened the 2017 campaign with a win in Window Rock, Arizona at the second event of the fifteen city professional bull riding tour. Kimzey is a native of Strong City, Oklahoma and has earned over \$1,000,000 since turning professional less than four years ago.

Jacob O’Mara, the 2016 Rio Rancho champion, is a former National Finals Rodeo qualifier and has been one of the hottest riders on tour winning three event titles on last year’s tour. O’Mara competed in eleven CBR Road to Cheyenne tour events. He finished in the top four five times, including three wins; Rio Rancho, New Mexico, Lufkin, Texas, and Tuff Hedeman’s legendary Fort Worth Championship Challenge Bull Riding.

“I was blessed this year. I haven’t had good health, momentum and consistency since my NFR year, 2011,” continued O’Mara.

O’Mara has said he will ride in Rio Rancho to defend his title. The highly decorated O’Mara finished the 2016 season as the number two ranked bull rider on the CBR’s elite Road to Cheyenne Tour. O’Mara, a Prairieville, Louisiana based cowboy, and is an outspoken advocate for the American Diabetes Association as he is an insulin pump dependent diabetic.

Individual tickets for the CBR’s Bucking on the Rio Grande start at just \$24.75 (additional fees may apply) and provide fans with multiple ticket options for individuals and families.

The Bucking on the Rio Grande at the Santa Ana Star Center, a premier event on the CBR’s Road to Cheyenne tour, features a field of 24 elite bull riders in a three round tournament style event ending in a final four Shoot Out round worth \$30,000. The list of riders and former World Champions reads like a list of Who’s Who of cowboy athletes including Sage Kimzey, Cody Teel, Chandler Bownds, Aaron Pass, Cole Echols, Jacob O’Mara, Cody Rostockyj and Eli Vastbinder – just to name a few.

Riders will again be making appearances around town signing autographs and hosting meet and greets at local establishments.

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