



PRAIRIE CIRCUIT FINALS RODEO MOVES TO AMERICAN ROYAL

Kansas City, MO: American Royal Livestock, Horse Show and Rodeo will host the 2007 PRCA Dodge Prairie Circuit Finals Rodeo October 24-27 in Kansas City. The Prairie Circuit is one of 12 geographic areas or circuits of the Professional Rodeo Cowboys Association (PRCA). It includes 54 PRCA rodeos in Kansas, Nebraska and Oklahoma. American Royal and Prairie Circuit officials signed an agreement last January that secures the Prairie Circuit Finals in Kansas City through 2009.

After twenty years at the Lazy E Arena, Guthrie, OK, the Prairie Circuit Finals moves to Kansas City for the first time. The new format for the circuit finals includes an increase in added contestant prize money from approximately \$25,000.00 to \$70,000.00 and moving from two performances in Oklahoma to four in Kansas City. Total winnings will be over \$100,000 in cash and prizes. Events include: Bareback, Saddle Bronc, Bull Riding, Barrel Racing, Tie-Down Roping, Steer Wrestling, and Team Roping.

The top twelve contestants in each rodeo event from the Prairie Circuit qualify for the American Royal event. "The move to Kansas City with the increase in performances and prize money is definitely the current buzz in the rodeo world," said rodeo announcer Scott Grover. "This is truly a big deal for our contestants and has long range, positive implications for the Prairie Circuit to be associated with the prestige of the American Royal," adds Bronc Rumford, Abbyville, KS, chairman of the Prairie Circuit.

"The appeal for the American Royal is that we will have the top contestants from the Prairie Circuit entered and each one will be out all four performances," stated American Royal Rodeo co-chair Jim Holland, Bucyrus. "This will allow time for our rodeo spectators to know the contestants. We hope to capture the atmosphere that is associated with the National Finals Rodeo in Las Vegas, where the fans and the contestants feel a connection."

"The opportunity to host an event such as the Circuit Finals in professional rodeo is a huge win for not only the American Royal but Kansas City," added Jim McNair, President and CEO of the American Royal.

Featured specialty act at the American Royal Rodeo will be four time PRCA Comedy Act of the Year winner Troy Lerwill, Payson, Utah. Sam Gress, Hutchinson, KS and Wacey Munsell, Ulysses, KS, both award winning bullfighters, have been selected to provide protection in the bull riding event.

Rodeo stock will be selected from six Prairie Circuit Rodeo Contractors. These include David Bailey Rodeo, Ft. Gibson, OK; Butler and Son Rodeo Company, Elk City, OK; Frontier Rodeo, Gypsum, KS; "Mo" Betta Rodeo Company, Apache, OK; Rafter H-Dell Hall, Hulbert, OK and Rumford Rodeo/Circle A Ranch, Abbyville, KS.

"We will have the top 96 contestants from the 900 member Prairie Circuit competing at the American Royal", continues rodeo chairman Jim Holland. Following the competition in Kansas City, the top 16 will advance to the \$366,000.00 Dodge National Circuit Finals Rodeo, Pocatello, ID in March, 2008.

DST Systems presents live musical entertainment each night following the Dodge Prairie Circuit Finals Rodeo. On October 24, see Mark Shultz with By the Tree. Trent Tomlinson performs on October 26; Gary Allan on October 27 following the Finals night of the rodeo.

Tickets to the Dodge Prairie Circuit Finals Rodeo are on sale at Kemper Arena Box Office, all area Ticketmaster Outlets or online at www.americanroyal.com. The Dodge Prairie Circuit Finals are presented by U.S.Smokeless and Cerner.

The American Royal, a not-for-profit 501c3 organization that benefits youth and education, is now in its 108th year and celebrates our region's rich agricultural heritage through competition, education and entertainment. In 2006, the organization contributed more than \$1.3 million in financial support in the form of scholarships, educational awards, educational programs, community donations, competitive awards and prize monies and premiums. The American Royal, one of Kansas City's premier fall events with annual economic impact of more than \$62 million, hosts the world's largest barbecue contest, one of the Midwest's largest livestock exhibitions, the PRCA Prairie Circuit Finals Rodeo and is home of national championship horse competition.

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