



---

## PRESS RELEASE

*For immediate release*

Media Contact: Adeline Rogers

Rave Marketing & Events, LLC

Phone: 915.544.9000

[adeline@ravemarketing.com](mailto:adeline@ravemarketing.com)

## Tickets On Sale Now For CBR El Paso

**Fort Worth, Texas (January 2, 2010)** ~ Tuff Hedeman's Championship Bull Riding Tour presented by Mahindra will roll into El Paso February 13, 2010! The Casa Ford Tuff Hedeman West Texas Shootout presented by Sunland Park Racetrack and Casino will feature the hottest riders in the bull riding world including newly crowned CBR Champion Hugo Pedrero.

El Paso native, Tuff Hedeman hosts a thrills only, non-stop bull riding show featuring the rankest bulls and best riders. This show will be televised on GAC. **TICKETS ON SALE NOW** [ticketmaster.com](http://ticketmaster.com) or 800-745-3000. Prices are \$75 to \$15, military discounts offered. **GET YOUR TICKETS NOW- Don't get caught in a sell-out.**

**FREE Tailgate Down Party** starts at 5PM- Show starts at 8PM-call 915-544-9000 for more info.

**The REAL  
Cowboy Sport™**

---

### **About CBR**

Led by bull riding icon, **Tuff Hedeman**, Championship Bull Riding, Inc. (CBR) is a nationwide professional bull riding tour which airs *primetime* every week on **GAC TV** airing 104 times in 2010 and logging over 300 hours of television annually since 2004. Every CBR Tour features a two hour show and an adrenaline rush with more than 20 events and over 100,000 fans in live attendance. CBR is home of the REAL COWBOY SPORT and the best bull riders and bulls in the world. We are committed to the riders, the fans, the sponsors, and all those involved in the professional bull riding industry and we live by the words Strength, Stamina, Integrity and Speed. For more information on CBR, please visit [www.CBRbull.com](http://www.CBRbull.com) or call us at **817.626.BULL**.

