The PBR is all about bull riding, and the first step is just staying alive. There are no timeouts. No towels to throw in. There is only one man, one bull and 8 desperate seconds. More than 24 years ago, 20 men invested $1,000 each to get it started.

In just two decades, we have witnessed the dream of 20 bull riders grow into a global phenomenon that has seen more than $150 million in prize money awarded.

The PBR turns 24 in 2017, and will award more than $10 million in prize money, including a $1 million bonus to the PBR World Champion, the season’s best bull rider.

This is PAIN... and FEAR... and BLOOD... and COURAGE... and GLORY. THIS IS THE PBR

20 FOUNDING MEMBERS OF THE PROFESSIONAL BULL RIDERS

David Bailey Jr.  Cody Custer  Michael Gaffney  Ty Murray
Clint Branger  Jerome Davis  Tuff Hedeman  Ted Nuce
Mark Cain  Bobby DelVECchio  Cody Lambert  Aaron Semas
Adam Carrillo  Mike Erikson  Scott Mendes  Jim Sharp
Gilbert Carrillo  David Fournier  Daryl Mills  Brent Thurman
THE PBR STORY

Headquartered in Pueblo, Colo., the Professional Bull Riders was created in 1992 by a group of 20 visionary bull riders who broke away from the traditional rodeo scene. The group was seeking mainstream attention for the sport of professional bull riding, the most popular sport at a rodeo.

“We wanted to create a better product for the fans, so that when they tuned in they were seeing the best of the best every time,” said PBR co-founder and nine-time World Champion Ty Murray.

“Expectations have been exceeded immensely and the fact that this sport continues to grow is a gratifying notion, one that supports all the hard work and dedication of every member of the PBR.”

The founders believed that bull riding deserved to be in the limelight and could succeed as a standalone sport. Each rider invested a hard-earned $1,000, some borrowing from family and friends, to start the PBR.

“This is the only sport in the world that I can take anyone to see, whether they know anything about it or not, and I guarantee you that they won’t be able to take their eyes off of it,” says Murray.

In 2007, Spire Capital Partners finalized a deal with the PBR Board of Directors to acquire the interests of many of the retired founding riders and invest in the growth of the organization. Those first 20 bull riders had turned their $1,000 into millions.

In May 2015, the PBR was acquired by WME | IMG, the global leader in sports, entertainment and fashion.

More than 600 bull riders from the United States, Australia, Brazil, Canada and Mexico hold PBR memberships. They compete in more than 300 bull riding events each year on either the nationally-televised Built Ford Tough Series, the Real Time Pain Relief Velocity Tour, or the Touring Pro Division, the developmental tour of the PBR. There are also tours in Australia, Brazil, Canada and Mexico. The ultimate goal is to qualify for the Built Ford Tough World Finals in Las Vegas, the richest bull riding event on the planet, with the winner receiving the World Championship buckle and a $1 million bonus.

The 20 original founders took a serious gamble when they pooled their limited resources to fund the grassroots operation, but the risk has certainly paid off. Investors like Spire Capital Partners and WME | IMG, and partnerships with Ford, Wrangler, Jack Daniel’s, Dickies® and the city of Las Vegas have helped the PBR annually award more than $10 million.

The success of the PBR has made it one of the most prolific sports on television. The elite Built Ford Tough Series is televised every week on CBS Sports, CBS Sports Network and networks around the world. PBR broadcasts reach nearly half a billion households.

The combination of raw sport and quality entertainment has propelled live attendance growth as well. Annual attendance has grown from 310,000 in 1995 to more than 3 million fans each season. In 2016, the Built Ford Tough Series set 13 event attendance records in the U.S.

The PBR has rapidly transformed one of the fastest-growing sports in America into a worldwide phenomenon. Capitalizing on the popularity of bull riding around the world, the PBR has attracted many international athletes who have traveled to the United States to compete exclusively in the PBR.

THE PBR AT A GLANCE

• World’s premier bull riding organization.
• Founded in 1992 by bull riders for bull riders.
• Features the world’s best bull riders against the fiercest bucking bulls in the business in an 8-second showdown.
• The PBR conducts more than 300 bull riding events per year across the elite Built Ford Tough Series, the Real Time Pain Relief Velocity Tour, the Touring Pro Division and the PBR International circuits (PBR Australia, PBR Brazil, PBR Canada and PBR Mexico).
• PBR tours annually award more than $10 million in prize money.
• More than $150 million awarded in prize money; 30 riders have earned more than $1 million.
• J.B. Mauney became the first rider to earn more than $7 million in career earnings after winning Round 4 at the 2016 World Finals with a 90.25-point ride aboard Red Dawn. He is the richest bull rider in western sports history.
• The Built Ford Tough Series has visited 103 cities since it began, making the most stops in California, which has hosted 56 events.
• Since the beginning of the Built Ford Tough Series, there have been 150,462 outs as of the start of the 2017 season.
• 600+ bull riders compete in PBR-sanctioned competitions in Australia, Brazil, Canada, Mexico and the United States.
• A bull rider must be 18 years of age to purchase a PBR membership, when he then receives a riding permit allowing him to enter the Touring Pro Division. Once he wins $2,500 in prize money he will be upgraded from permit status to cardholder status. Riders must continue to win at least $2,500 each year to maintain his cardholder status.
• In 1995, more than 310,000 fans attended PBR events across the nation. Today the PBR attracts more than 3 million live event attendees each year around the world.
• The elite Built Ford Tough Series is televised every week on CBS Sports, CBS Sports Network and networks around the world.
• PBR broadcasts reach nearly half a billion households in 130 territories around the world.
• The PBR World Champion annually is presented with the coveted PBR World Champion’s gold buckle, the ultimate symbol of achievement in bull riding. The custom-made belt buckle is valued at more than $10,000.
• Bushwacker’s buckoff streak of 42 riders is the longest of any Built Ford Tough Series bull.
• Roughly 120,000 pounds of bull are brought to each arena on a weekly basis (based on a two-day event).
THE PBR AT A GLANCE CONTINUED

- Bulls begin bucking at two or three years of age. Though a bucking bull is often in his prime as an athlete around age five or six, many bulls buck past the age of 10.

- 750 tons of dirt are brought into each arena, which equals 1,500,000 pounds of dirt.

- A PBR arena typically averages 85 feet by 140 feet. The steel bucking chutes, panels, gates and posts that encircle the arena collectively weigh 50,000 pounds and, when assembled, equal 1,800 feet or six football fields worth of connected steel. The steel materials travel from event to event on a 53-foot long flatbed trailer pulled by a semi-truck.

- One of the most anticipated parts of any Built Ford Tough Series event is its opening ceremony, a multi-media production that incorporates elaborate props, stage lighting, video, music and pyrotechnics. The production typically runs 15 minutes and costs roughly $750 per minute.

- Guilherme Marchi leads the PBR with 581 qualified rides in his career.

- Luke Snyder, the reigning Ironman of the PBR, competed in 275 consecutive events, a streak that began when he debuted on the Built Ford Tough Series in 2001 and ended in 2010 when he was not ranked high enough to qualify for the Iron Cowboy Invitational in Arlington, Texas.

- João Ricardo Vieira earned the most money ever by a rookie in 2013 at almost $470,000 on his way to being named Rookie of the Year.
The Built Ford Tough Series telecasts are produced for the PBR under a multi-year agreement by David Neal Productions, a Los Angeles-based production company led by 35-time Emmy Award winner and Peabody Award winner David Neal, who also serves as Executive Producer. Beginning in 2011 when the PBR brought television production in house, Neal has put his indelible stamp on PBR broadcasts with an emphasis on bringing the stories of both the riders and the bulls to life. Neal has introduced numerous coverage improvements including enhanced pictures and sound, all leading to three consecutive years of double digit percentage increases in viewership for the PBR. In 2016, PBR on CBS viewership increased 12 percent.

Neal created his company, David Neal Productions, in the summer of 2010, bringing his storied reputation as one of sports television’s leading producers and executives to Los Angeles with a focus on live events and non-fiction programming. One of the most prolific and accomplished sports producers of his generation, Neal also serves as Executive Producer of FOX Sports. Neal spent more than 30 years at NBC Sports and NBC Sports Network. Neal also served as Executive Producer of FIFA WORLD CUP and Vice President, Production for FOX Sports.

Brian Douglas began his career in television at the age of 15 when he worked as a booth assistant to a radio announcer. Douglas spent 16 years with NBC Sports, as well as all five rounds of the Built Ford Tough Series during the regular season, as well as all five rounds of the Built Ford Tough World Finals, while CBS broadcasted 15 special events/ rounds of competition.

The PBR ranks among the most prolific sports on television. In 2013 the PBR developed a relationship with CBS Sports and CBS Sports Network. In 2014 the agreement was extended, making CBS Sports and CBS Sports Network the primary television partners of the PBR for several years.

CBS Sports Network and CBS began broadcasting PBR Built Ford Tough Series events in 2012 as part of a split package with NBC and NBC Sports Network. Despite having fewer broadcasts, the PBR saw an increase of more than 20 percent in the total number of viewers in 2012 as compared to 2011. The growth was fueled by a strong commitment from CBS Sports Network, as well as an increased number of CBS broadcasts that received strong ratings.

In 2016, CBS Sports Network televised 25 event dates during the regular season, as well as all five rounds of the Built Ford Tough World Finals, while CBS broadcasted 15 special events/ rounds of competition.

CBS coverage also will include the popular PBR 15/15 Bucking Battles, featuring the Top 15 riders in the world competing against the Top 15 bulls.

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CBS Sports Network will televise 36 rounds of competition across 27 events, while CBS will televise 14 events, including bull riding action from the PBR Majors at Madison Square Garden in New York City, AT&T Stadium in Arlington, Texas, H-E-B Days in Las Vegas, and Bridgestone Arena in Nashville, Tennessee.

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J.W. HART - J.W. Hart was inducted into the PBR Ring of Honor in 2008 when he also began commenting on PBR TV broadcasts. He won the World Finals Event in 2002 and was the Rookie of the Year in 1995. He was nicknamed “Iron Man” after competing in a record 197 consecutive PBR events (a record since broken by Luke Snyder) from 1994-2003. He earned more than $1.3 million during his career.

LEAH GARCIA - Leah Garcia has been the behind-the-chutes sideline reporter for the PBR since 2004. Raised on a ranch in Northern California, Leah competed on the rodeo circuit during her junior, high school, and collegiate years. Leah won several all-around and event titles and twice qualified for the College National Finals Rodeo. She began working in television in 1998 and has covered extreme sports, rodeo, and bull riding.

SHORTY GORHAM - Beginning in 2011, Dickies® Bullfighter Shorty Gorham has been an on-air commentator for all PBR broadcasts, a truly unique role for an active participant in a professional sport. He joined the PBR in 2006, and has been voted to work the Built Ford Tough World Finals each of the last 11 years. Gorham instructed contestants on the NBC television show “America’s Toughest Jobs” in 2008, and in 2009 and 2010 he hosted VERSUS’ “Best of the West.” In 2016 he initiated a movement that resulted in all the bull riders and bull fighters in the BFTS signing a pledge to always respectfully stand during the singing of the national anthem at PBR events.

CRAIG HUMMER - Returning for his 12th season as the play-by-play broadcaster is Craig Hummer. Emmy-nominated, Hummer brings 20 years of experience, covering more than 50 different sports for network, cable and syndicated shows worldwide. Hummer was a member of the broadcast team for every Olympics from 2004-2012, and has done play-by-play coverage for sports as varied as fencing to figure skating. He also hosted pre-Olympic shows for Universal Sports for the 2012 London Games and 2014 Winter Olympics in Sochi. From 2004-2012, he either hosted or reported at the Tour de France for OLN, VERSUS, NBC Sports Network, or CBS Sports.

JUSTIN MCBRIDE - Two-time PBR World Champion Justin McBride has worked as a color commentator for the past eight seasons. He won $5.1 million during his PBR career, which is the fourth most earned by any Western athlete in history. McBride was inducted into the PBR Ring of Honor in 2008, and holds the PBR record for event wins in a season with eight in 2007.

TY MURRAY - Nine-time World Champion and PBR co-founder Ty Murray has worked on PBR broadcasts since 2007. He was inducted into the PBR Ring of Honor in 2002 and three times was runner-up for the PBR World Championship. Murray, who was inducted into the Pro Rodeo Hall of Fame in 2000, won seven PRCA World Champion all-around titles and two PRCA World Champion bull riding titles. He was a member of the PBR Board of Directors from 1992 to 2015.
The PBR continues to bring never before-available content to bull riding fans throughout the globe with PBR LIVE, the sport’s home for exclusive digital video, which features LIVE streaming, event replays, as well as exclusive features and newly digitized historic content. In 2016, viewers will have the ability to watch more than 80 LIVE streams, including every Built Ford Tough Series performance, as well as the BlueDEF Tour events taking place throughout the country. Full access to replays are also available, as well as legendary rides and historic events. Fans can check it out at PBR.com/LIVE.

PBR.com, meanwhile, continues to provide fans with more extensive behind-the-chutes written content, massive amounts of high-resolution video, dramatic photo galleries, an online store, integrated social experiences, as well as state-of-the-art search capability.

While PBR web traffic reached new heights in 2015, the organization also saw significant growth and increased engagement through its official social media channels, including Facebook (Facebook.com/PBR), Twitter (@PBR), Instagram (@TeamPBR) and YouTube (YouTube.com/PBR).

PBR LICENSING

The PBR brand and associated intellectual properties are some of the most sought-after licensed properties in the world. The PBR actively licenses its official trademarks, bulls, riders and other intellectual property for the development of consumer goods customized with the PBR enthusiast in mind. PBR's Licensing Program boasts over 30 official PBR licensees with consumer products in various categories, including toys, apparel, accessories, home goods, novelties and more. The PBR has developed an extensive array of exclusive merchandise that can be purchased either online, at events or retailers nationwide. Driven by the growth of the PBR brand and extensive national television coverage, the PBR branded products sell from coast-to-coast across all avenues of distribution. Along with the PBR marks and logos, the PBR has also secured the licensing representation rights for the best bull riders and bulls in the world, allowing licensees one-stop shopping for all the assets necessary to produce and market successful PBR branded products. As the demand for PBR branded products grows, PBR continues to create and support key initiatives at the retail level to drive traffic in every market. Always a fan favorite, rider autograph signings have proven to be extremely successful at the retail level. With the addition of international PBR offices, licensing opportunities have expanded into Australia, Brazil, Canada and Mexico. PBR is actively licensing its trademarks, logos and other intellectual properties in each of these countries. In response to the demand for PBR branded products, the PBR will continue to supply top-quality products to the greatest fans in the world.
CELEBRATE AMERICA TOUR

The Celebrate America Tour is a season-long initiative that supports local charitable causes, honors community heroes, and inspires youth across the nation.

As the PBR’s elite Built Ford Tough Series visits 20 U.S. states this year, Celebrate America will include financial, promotional and marketing support to local communities, expanding on PBR’s commitment to unite our country and honor those heroes who defend it:

- The PBR will recognize, honor, and support veterans and active duty military members by donating 13,000 tickets this season to Vet Tix, allowing them to enjoy the sport at no cost. PBR will also expand its financial and promotional support on behalf of Jared Allen’s Home for Wounded Warriors. Additionally, PBR will continue to prominently feature veterans, active duty military, first responders and other heroes in its event openings.
- PBR will recognize and promote hometown heroes by honoring them in their communities and at PBR events. PBR athletes will participate in goodwill meetings where they’ll trade their cowboy hats with local heroes offering in return their helmets (firemen), ceremonial hats (police) or berets (military). Each hero, as chosen by their local communities, will then be honored at the PBR event.
- Aligning with the Boys and Girls Club of America, PBR will expand its efforts to inspire youth by hosting deserving young people at Built Ford Tough Series events. Bull riders, bull-fighters, and stock contractors will share personal stories showcasing cowboy values including hard work, determination, honor, integrity, passion, courage and respect and then entertain these youth at the PBR event. PBR will donate to the Boys and Girls Club in each market and will also increase its assistance to “Believe in Tomorrow,” an organization that provides respite to sick children and their families.
- PBR will promote and donate to organizations such as Protect the Harvest and Future Farmers of America (FFA) which support and recognize America’s hard-working farmers, ranchers and others who put food on our tables and helped create the sport.
- PBR will expand its efforts to support reputable local animal welfare causes in honor of the sport’s animal athletes to ensure they continue to receive the very best care and attention.
- PBR will continue to proudly honor our national anthem, making it a memorable highlight of every PBR event, surrounded by other unifying patriotic themes

“PBR has always been about bringing people together to enjoy an iconic sport built on traditional cowboy values,” said Sean Gleason, CEO, PBR. “Our goal is simple: to share these values, inspire youth one child at a time, celebrate our heroes, and do our part to unite our nation.

“The PBR offers athletes all over the world a chance to pursue their dream thanks to the vast opportunities afforded through the service and sacrifices of courageous men and women from all walks of life,” Gleason said. “These are the kinds of individuals who make up the PBR fan base in America and all over the world. We are grateful for our fans’ passion, loyalty, and support, and we plan to Celebrate America in their name.”

RIDER RELIEF FUND - WWW.RIDERRELIEF.COM

The goal is the buckle and a check, but both can vanish in less than 8 seconds.

In November 1998, the Rider Relief Fund was founded following Jerome Davis’ accident while dismounting Jerry Nelson’s bull, Knock ‘em Out John. The injury Davis sustained ended his career as a bull rider. The outpouring of care and concern from friends, fans, sponsors, participants in and around the sport of bull riding, and members of the PBR Board of Directors resulted in the establishment of the Rider Relief Fund, a non-profit, 501(c)(3), organization.

Today, the Rider Relief Fund continues its mission … providing financial assistance to the human athletes injured in the sport of bull riding. The Rider Relief Fund supports athletes — bull riders and bullfighters — at all levels of competition.

When one of bull riding’s best and a fan favorite was knocked from competition, the Rider Relief Fund was there and didn’t let the injury end his association with the sport he loves. Jerome and his wife Tiffany are not only top-notch stock contractors in North Carolina, they also help many young bull riders through their ranching operations and bull riding schools and events. Jerome and Tiffany continue to give back to the sport.

Those interested in making a tax-deductible donation to or receiving more information about the Rider Relief Fund please contact:

Aubrey O’Quin, Fund Operations Manager
at Rider Relief Fund, 101 W. Riverwalk, Pueblo, CO 81003
(719) 242-2900
Contributions also can be made at www.RiderRelief.com
FLINT RASMUSSEN
Funnyman & World Champion Barrel Man
As the official entertainer of the Professional Bull Riders since 1998, Flint Rasmussen’s job is to keep the crowd engaged during lulls in the action and commercial breaks.
He does it through a combination of athletic talent and a natural flair for entertainment. Rasmussen captivates fans young and old every night with his quick wit, comical stunts and dance moves.
“As a kid, I would dream about entertaining people,” says Rasmussen. “I’d take a tennis racket and turn on some music and play it like a guitar.”
Rasmussen was an all-state football player and track star in high school. He also played in the band and was a member of the choir.
He earned his bachelor’s degree in education from Western Montana College and was a high school math and history teacher before stepping into the barrel.
Before beginning his exclusive association with the PBR, Rasmussen was the Wrangler National Finals Rodeo barrel man and PRCA Rodeo Clown of the Year eight times. He was selected to work the Canadian National Finals Rodeo four times and the National Circuit Finals three times.
He lives in Choteau, Mont., with his wife, Katie, and their daughters, Shelby Rae and Paige. Rasmussen regularly participates in community activities, including speaking at area schools.
“Most people don’t get to do what they dreamed of doing as a child,” says Rasmussen. “I feel pretty lucky that I grew up to live my dream. This kind of work actually doesn’t feel like working at all.”

ARENA ANNOUNCERS

Fans in the arena at PBR events know that they won’t miss a minute of the action thanks to veteran announcers Clint Adkins and Matt West. In addition to announcing the riders and bulls and the ride scores, the in-arena announcers also provide interesting facts and anecdotes.
Adkins who was a bareback rider until the mid 1990’s has announced PBR events since the late 90s and moved up to the Built Ford Tough Series in 2006. The accomplished bass angler and his wife, Jodi, live near Huntsville, Texas, with their daughters, Riley and Emily.

Prior to expanding his career to the Built Ford Tough level, West announced the BlueDEF Tour in 2014 and 2015 as well as Touring Pro Division events across the country. He has also worked PBR events in Australia and Canada. The Oklahoma native announced the first BlueDEF Finals in Kentucky in 2015 before announcing at the Built Ford Tough World Finals in 2016. He also announces rodeos and has expanded into non-rodeo events, as well as doing work as a commercial voice talent and in television.

CLINT ADKINS

MATT WEST
THE PBR CUP

The PBR Cup is a traveling monument to the best riders in the world. Each year a gold buckle is added, inscribed with the name of the new PBR World Champion, immortalizing the winner forever. Crafted from silver, gold and precious stones and perched atop a solid marble base, the PBR Cup is valued at more than $250,000.

THE PBR BELT BUCKLE

Since Western riding sports began, the “trophy” of choice has been the belt buckle. It is the ultimate symbol of achievement and is worn with pride by those athletes talented enough to earn it. On the Built Ford Tough Series, buckles are awarded to each regular-season event winner, each PBR World Finals round winner, the PBR World Finals event winner and the PBR World Champion. The custom buckle for each Built Ford Tough Series event is created by Montana Silversmiths, the official silversmiths of the PBR. Regular-season event buckles are valued at a minimum of $1,000, while the buckle awarded to the PBR World Champion is valued at more than $10,000.
Dr. Tandy Freeman has been the official on-site doctor for the Professional Bull Riders since 1995. Freeman, a native Texan, earned his medical degree from the University of Texas Southwestern Medical School after receiving a bachelor’s in biology from Baylor University. Following internship and residency training in general and orthopedic surgery in Utah and Texas, he completed a fellowship in sports medicine in Alabama and went into practice in Dallas. There he worked with the founder of the PRCA’s sports medicine program, Dr. J. Pat Evans, to whom he attributes his involvement with PBR. In addition to caring for bull riders, Freeman has served in various roles for a number of amateur and professional teams including Head Team Physician for the Dallas Mavericks (National Basketball Association, 1996-2001), as well as maintaining a sports medicine practice devoted to treating the injuries of all types of athletes and serving as Medical Director of the PRCA’s Justin Sports Medicine Team. Named as one of Texas Monthly’s Super Doctors in 2008-2016, Freeman has received numerous honors including the Texas Circuit Professional Rodeo Cowboys Association Man of the Year in 2004, the Texas Rodeo Cowboy Hall of Fame Western Heritage Award Inductee in 2008, Resistol Rodeo Man of the Year in 2010, the Lane Frost Award in 2012, induction into the Texas Cowboy Hall of Fame in 2013, and, most recently, the Jim Shoulders Lifetime Achievement Award from the PBR in 2016.

Veteran athletic trainer Rich Blyn leads the Professional Bull Riders Sports Medicine Team. Blyn, Jeff Bray, Tony Marek, Dave Edwards, and a national network of trainers are on site to ensure that PBR riders receive the best possible care before, during and after every Built Ford Tough Series event. Blyn has been with the PBR since its second year. He has been a Certified Athletic Trainer since 1989, working at the high school, college and professional levels, including as a member of the sports medicine team for the PRCA. He and his wife, Liane, moved to Boone, North Carolina, in December 2016 where she is the head strength coach of Olympic sports at Appalachian State University. Blyn was awarded his bachelor’s degree in exercise science from California State University, Dominguez Hills, and his master’s degree in sports medicine from the University of Nevada, Reno.
Bull Riding Basics

The PBR is thrilled to introduce you to the toughest sport on dirt – bull riding.

There is nothing ordinary about the PBR or its athletes. So, hang on tight...at least for 8 seconds!

Ride Score

Each ride is worth up to 100 points: 50 points for the bull and 50 points for the rider if he successfully rides the bull for 8 seconds. Four judges award up to 25 points each to the rider and the bull. All four of the judges’ scores are combined and then divided by two for the official score.

Half of the 100 points possible is based on the performance of the bull and how difficult he is to ride. Judges look for bulls with speed, power, and drop in the front end; kick in the back end, direction changes and body rolls. A body roll occurs when a bull is in the air and kicks either his hind hooves or all four hooves to the side. The more of these characteristics a bull displays during a ride, the higher the degree of difficulty. Judges are allowed to award a cowboy a “re-ride” if they feel the bull did not perform at the level of other bulls in the competition and did not give the rider a fair chance to earn a high score.

The other half of the 100 points is based on how adept the rider is. Judges look for constant control and good body position throughout the ride. Spurring the bull is not required, but extra style points are awarded for doing so.

The rider must stay aboard the bull for 8 seconds to receive a score. The clock begins when the bull’s shoulder or hip crosses the plane of the bucking chutes and stops when the bull rider’s hand comes out of the rope or he touches the ground. The bull rider must ride with one hand and is disqualified if he touches himself or the bull during the 8-second ride.

Rides of 90 points or higher are considered outstanding. The highest score in PBR history is 96.5 points. Bubba Dunn set the record on Promise Land at Tampa, Fla., in 1999. Chris Shivers tied the mark on Jim Jam at Tampa in 2000 and on Dillinger at the PBR Built Ford Tough World Finals in 2001. The last rider to tie the record was Michael Gaffney at Nampa, Idaho, in 2004.

Judges

Each Built Ford Tough Series event has four judges who each have 50 points (25 points for the bull and 25 points for the rider) to distribute on each ride. The scores from each of the four judges are added together then divided by two to determine the rider’s total score. Judges are hired by PBR administration using strict and extensive qualifications.

Built Ford Tough Series Scoring

The PBR Built Ford Tough World Champion is the best – the winningest - bull rider of the season and thereby accumulates the most world points during the regular season and the Built Ford Tough World Finals.

Prior to 2015, the PBR points system was based on ensuring that the most consistent rider was rewarded by becoming the PBR World Champion. It has, however, always been the intent of the PBR’s founders that the bull rider who consistently wins the most events should ultimately be the world champion. Starting with the 2015 PBR season, the sport adopted a restructured points system. The new points system rewards bull riders who perform at the highest level of the sport both within individual events and throughout the season on all of the PBR’s tours – Built Ford Tough Series, 15/15 Bucking Battles, Real Time Pain Relief Velocity Tour, Touring Pro Division and international tours in Australia, Brazil, Canada and Mexico.

While the ride scores will determine placement in each round of an event and in the event aggregate, to determine both event and world standings, they will no longer be included in the PBR world standings points totals.

The points system was adjusted again for the 2016 season. Beginning in 2016, round points were awarded to finishers from first through seventh place.

The points system prior to 2015 is below.

<table>
<thead>
<tr>
<th>BFTS Events Regular Season [Points System 2015 and beyond]</th>
<th>BFTS Regular Season [Points System prior to 2015]</th>
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<tbody>
<tr>
<td><strong>Finish (Based on ride score/total)</strong></td>
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<tr>
<td><strong>BFTS Round</strong></td>
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*Ride scores were added to the totals and counted toward the PBR world points standings.
PBR BULL RIDING BASICS

BUILT FORD TOUGH WORLD FINALS SCORING

The PBR World Finals points system was modified in 2004 to ensure that the PBR World Champion was not determined prior to the World Finals. It gave virtually all of the riders in the Top 10 at least a mathematical chance of becoming the PBR World Champion.

A new points system has been instituted in 2015 which not only makes the race for the world title very competitive; it also places the emphasis on the most important achievement in sports – winning.

Below are the new and old points systems for comparison:

<table>
<thead>
<tr>
<th>Points System as of 2015 World Finals</th>
<th>Points System from 2004-2014 World Finals</th>
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<tbody>
<tr>
<td><strong>FINISH</strong></td>
<td><strong>WORLD FINALS ROUND POINTS</strong></td>
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REAL TIME PAIN RELIEF VELOCITY TOUR, TOURING PRO DIVISION AND PBR INTERNATIONAL EVENTS POINTS SYSTEMS AS OF 2015

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<th>REAL TIME PAIN RELIEF VELOCITY TOUR FINALS</th>
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REAL TIME PAIN RELIEF VELOCITY TOUR FINALS

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PBR WORLD FINALS QUALIFICATION

Riders qualify for the Professional Bull Riders Built Ford Tough World Finals based on PBR World Standings Points earned during the season on all of the PBR’s tours: Built Ford Tough Series, Real Time Pain Relief Velocity Tour, Touring Pro Division, and PBR international tours in Australia, Brazil, Canada and Mexico.

The Top 35 ranked men, based on PBR World Standings Points earned during a season, will compete at the PBR World Finals. The PBR’s Real Time Pain Relief Velocity Tour Champion, the Top 3 highest-ranked finishers at the Real Time Pain Relief Velocity Tour Finals and the highest finishing international rider at the Real Time Pain Relief Velocity Tour Finals will also have an opportunity to compete at the PBR World Finals.
PBR BULL RIDING BASICS

PROFESSIONAL BULL RIDER’S GEAR

1. HEADGEAR - COWBOY HAT OR HELMET

Wearing a cowboy hat is primarily traditional, however helmets with protective facemasks are being worn by more and more bull riders. Helmets shield the head from threatening blows. Facemasks protect both the face and jaw.

Some riders feel that the helmet and facemask restrict their vision. Others think the added weight upsets their balance and timing. Those that wear them are grateful for the added protection they provide.

Often riders will wear a helmet or facemask after a serious head, face or jaw injury.

Choosing a hat or helmet used to be a matter of preference. However, beginning with the 2013 season, any contestant born on or after October 15, 1994 is required to wear a protective helmet deemed by the contestant, in the contestant’s professional opinion as a professional bull rider, to be suitable and appropriate for use in the sport of professional bull riding. It must be worn at all times while in the bucking chutes and/or while present in the immediate competition area (e.g. on the dirt) of any PBR sanctioned event. The contestant shall be prohibited from competing in any PBR sanctioned event without wearing such helmet.

2. PROTECTIVE VEST

Every bull rider must wear the protective vest which has dramatically reduced the number of internal injuries. Developed by PBR Director of Livestock and co-founder Cody Lambert, the vest absorbs shock and dissipates blows while protecting the torso from direct contact with the bull’s hooves and horns.

3. GLOVE

A bull rider wears a glove on his riding hand. The leather glove, which protects both the hand and fingers, is secured around the wrist with tape to keep it from being torn from the rider’s hand by the tremendous force of the bull.

4. ROSIN

Each bull rider carries a container of rosin, a sticky substance that provides a little extra grip. Every rider has his own preference and recipe for rosin, typically adding saddle soap or Neutrogena soap.

5. CHAPS (PRONOUNCED SHAPS)

Each pair of chaps is custom-made. They reflect a rider’s personality while also displaying sponsor logos. Chaps can also provide some protection, particularly in the chute.

6. BULL ROPE

Braided from nylon or grass, the bull rope is placed around the bull’s chest behind his front legs. The flat rope has a handle braided into it, constructed partially of leather, which is the bull rider’s only anchor for the duration of his ride. The rider runs the rope through his fingers and grips it to keep it tight around the bull.

There are two varieties of bull ropes, American and Brazilian. The Brazilian version is slightly stiffer and is pulled from the opposite side, meaning a rider using his right hand would have his rope pulled from the left side. The same rider using an American rope would have it pulled from the right side.

Bull ropes typically last one season, although some riders do replace them on a more frequent basis.

At the bottom of the rope hangs a metal bell designed to give the rope some weight so that it will fall off the bull as soon as the rider is bucked off or dismounts the animal. The bell has smooth, round edges and does not harm the bull in any way.

7. BOOTS

Bull riders wear boots that have a special ridge on the heel which helps their spurs stay in place. Some riders wear a traditional pull-on boot while others prefer a lace-up boot. Some of the riders who wear pull-on boots will tie them on to prevent them from being pulled off during the ride.

8. SPURS

Spurs help the cowboy stay in position on a bull. The rowels are dull so they don’t injure or cut the skin of the bull. The spurring action displays the level of complete control the cowboy possesses during the ride.

ADDITIONAL EQUIPMENT:

PROTECTIVE CUP

While hard to believe, bull riders do not wear protective cups. Riders typically wear tight spandex girdles or bicycle shorts.

MOUTHPIECE

Bull riders wear a protective mouthpiece to help reduce the risk of damage to their teeth, resulting from the jarring action of the bull bucking and from impact with the bull or the ground.
**AMERICAN BUCKING BULL, INCORPORATED (ABBI)**

Due to the popularity of the sport of professional bull riding and the celebrity of the bucking bulls themselves, the PBR developed the official bucking bred cattle registry, American Bucking Bull, Inc. ABBI offers valuable incentives to breeders and preserves the lineage of the top PBR bulls.

**ANNOUNCER**

The announcer explains the action and provides statistics on bulls, riders and stock contractors to fans attending a live event. The current PBR Built Ford Tough Series announcers are Clint Adkins and Matt West.

**ARENA**

The arena is the area where the bull riding takes place. The size depends on the venue, but the average size for a Built Ford Tough Series event is 85 feet by 140 feet. The bucking chutes, panels, gates and posts that comprise the arena weigh approximately 50,000 pounds and are equal in length to six football fields (1,800 feet). The materials are transported from event to event.

**ARENA DIRECTOR**

The arena director is responsible for maintaining the flow of the event by balancing the production and competition, and, during televised events, the commercial breaks. The current arena director is Jerome Robinson.

**AVGVERAGE**

The “average” or “aggregate” represents the total ride score of the bull riders at an event. “Winning the average” means the bull rider finished the event with the highest total ride score.

**AWAY FROM HIS HAND**

A term used by bull riders to describe the situation when a bull spins in the opposite direction of their riding hand. For example, a right-handed bull rider on a bull that spins to the left is riding a bull “away from his hand.”

**BACK PENS**

The back pens are located behind the arena bucking chutes, this maze of steel panels serves as the holding area for bulls before and after competition.

**BELL**

See bull rope.

**BELT BUCKLE**

See gold buckle.

**BODACIOUS**

One of the most famous bulls in history, the 1,900-pound Charbray gained notoriety for injuring some of the PBR’s most talented riders, including 1995 PBR World Champion Tuff Hedeman in the final round of the 1995 PBR World Finals. Hedeman suffered multiple fractures after his face collided with the back of Bodacious’ head. Owned by Texas stock contractor Sammy Adams, Bodacious was retired from competition in December 1995 and died of natural causes in 2000 at the age of 12.

**BREEDING PROGRAMS**

For years, finding a good bucking bull was a frustrating matter of chance for stock contractors, since a bull will only buck if he has the innate desire and natural instinct to do so. The introduction of breeding programs has proven that genetics are the main factor in determining a bull’s desire and ability to buck, and science has made the business of owning bucking bulls one of patience and money as opposed to luck.

**BUCK OFF**

If a rider is thrown from the bull before the required 8 seconds, he has bucked off and does not earn a score. If used as a noun or adjective it is “buckoff,” e.g., “This rider has had nine buckoffs in a row,” versus “This bull will buck off 90 percent of his riders.”

**BUCKING CHUTE**

See chute.

**BUILT FORD TOUGH SERIES**

The Built Ford Tough Series is the major-league tour of the Professional Bull Riders, featuring the Top 35 bull riders based on PBR World Standings Points. For the first five events of 2017, athletes competing will be the Top 35 riders who qualified for the 2016 PBR World Finals. After the fifth event, the Top 35 in the PBR World Standings will compete weekly.

**BUILT FORD TOUGH CHAMPIONSHIP ROUND**

The 15 riders with the highest cumulative scores following the first two rounds of a two-day event or the first three rounds of a three-day event at each Built Ford Tough Series event will advance to the Built Ford Tough Championship Round where they will face the event’s most difficult bulls as determined by the PBR livestock director.

**BUILT FORD TOUGH FINALS EVENT CHAMPION**

The bull rider who has earned the most PBR World Standings Points at the Built Ford Tough World Finals will be declared the PBR Built Ford Tough World Finals Event Champion.

**BULL**

Bulls that compete in the PBR come in a variety of shapes, sizes and colors. Each has a distinct personality and traits that make him unique. Bucking bulls are in their athletic prime around five or six years old; however, many buck past the age of 10. When retired from competition, most bulls are used as sires in breeding programs.

**BULL ROPE**

Wrapped around the chest of the bull, directly behind the animal’s front legs, the bull rope is what the bull rider grips during the ride. The rope is never tied and is only kept in place by the rider’s closed hand. Each rope has a metal bell to provide weight and allow the rope to slide from the bull as soon as the rider releases his hand, either by design while dismounting or when bucked off.

**BUSHWACKER**

The three-time PBR World Champion bull (2014, 2013, 2011) Bushwacker holds the record for longest buckoff streak in PBR history at 42 buckoffs. In 2013 J.B. Mauney successfully rode him in Tulsa, Oklahoma, during his ninth attempt for 95.25 points. It was the first time Bushwacker had been ridden in four years. Bushwacker retired in 2014 after the 2014 PBR World Finals. As only the second bull ever to win the title of PBR World Champion three times, Bushwacker is considered the greatest bull in PBR history. In 2016 Bushwacker was awarded the PBR Brand of honor at the World Finals.

**CHANGE DIRECTIONS**

This is defined as when the bull moves in a different direction, either forward or backward or side to side. Occasionally, an announcer will say a bull has “changed directions” when he changes the direction in which he is spinning.
CHUTE
Each bull ride originates from a gated steel box called a chute. The bull rider and the bull remain in their designated chute until the arena is clear and the rider has strapped his hand into his bull rope. When the rider is ready he nods his head, signaling the gate man to open the chute gate, releasing the bull and allowing the ride to begin.

CHUTE BOSS
The chute boss works closely with the arena director, helping with the flow of the event by making sure the riders are prompt in their set up and don’t spend too much time in the chute prior to riding.

COVER
If a rider covers his bull it means that he has successfully stayed aboard for 8 seconds and earned a score.

BULLFIGHTERS
The Bullfighters distract the bull away from a rider who has been bucked off or who has dismounted following an 8-second ride. The Bullfighters allow the rider to get back onto his feet and out of harm’s way.

DINK
Sometimes a rider leaves the chute on a bull that neither bucks nor spins. This is a bad bull, called a “dink”.

DILLINGER
One of the most recognizable bulls, this black, white-faced bull owned by Herrington Cattle Co. became the first two-time PBR World Champion Bull, earning the honor in 2000 and 2001.

DISMOUNT
The bull ride is complete either when the bull rider has met the 8-second requirement or when he is bucked off.

Bull riders who are still in control when the 8-second buzzer sounds must dismount, getting off the bull as safely as possible. A bull rider typically uses his free hand to release his riding hand, and then flings himself off as the bull is kicking, using the momentum of the kick to propel his body away from the bull. If possible, the rider will wait until the bull is moving or spinning away from his riding hand at which point he will dismount in the direction of his riding hand.

DISQUALIFIED
Bull riders will be disqualified, and will not receive a score, if they touch the bull or themselves with a free hand or arm during the ride, or if the riding hand comes free from the bull rope before satisfying the 8-second requirement.

DOCTOR RELEASE
In order to withdraw from a PBR event due to injury without any penalty, a rider must submit written proof from a physician stating that his injury prohibits him from competing. Once a rider submits a doctor release, he is ineligible to compete in any PBR competition for 10 days.

DOWN IN THE WELL
Down in the well is the situation where a bull is spinning in one direction and the force pulls the rider down the side of the bull and into the motion’s vortex. This dangerous scenario often results in a bull rider getting hung up on the bull.

DRAFT
The PBR has implemented a draft system at Built Ford Tough Series events whereby the riders choose the bull that they will ride during the Built Ford Tough Championship Round as opposed to the selection being determined by a random draw. The order of the draft is determined by the event standings, with the leader selecting first, and the choices proceeding through the 15th ranked rider.

DRAW
The list of bull riders and the bulls with which they are randomly paired is called the draw. The draw for Built Ford Tough Series events is typically created by computer on the Wednesday prior to an event. If a bull rider says he has a good draw, it means he is happy with the bull that has been selected for him to ride.

8 SECONDS
Eight seconds is the amount of time a bull rider must stay aboard his bull to receive a score. “8 Seconds” is also a movie about World Champion bull rider Lane Frost, who was fatally injured at the 1989 Cheyenne Frontier Days in Wyoming. Additionally, 8 Seconds is the official souvenir program sold at Built Ford Tough Series events and an officially licensed PBR cologne.

ENTER
Bull riders must contact the PBR and officially enter an event before they are allowed to compete.

ENTERTAINER
The entertainer, formerly referred to as the barrel man, entertains the crowd using comical dialogue and dances, when bulls are being loaded and during television commercial breaks and intermissions. In years past, the barrel man was an active protection bullfighter who specialized in using a barrel placed in the arena to protect himself and downed riders unable to reach the safety of the fence. Over time, barrel men assumed most of the comical duties of what were then called “rodeo clowns.” Today, the entertainer’s duties are exclusively performance related, though the barrel itself is still used for safety purposes. Flint Rasmussen is the PBR’s current official Entertainer.

FADES
If a bull fades it means that he moves backwards while simultaneously spinning or bucking, often in more than one direction.

FLANK MAN
The person who fits the flank strap onto the bull, and, if necessary, tightens it as the bull exits the chute is the flank man. Bulls respond in different ways to flank straps, so the flank man must know the bull’s tendencies to ensure he does not have the strap too tight or too loose. The flank man is often the stock contractor who owns the bull or someone who works for the contractor.

FLANK STRAP
The flank strap is a cloth, often lined with sheep’s wool, wrapped around the flank of a bull, similar to a person’s belt. Its purpose is to enhance the bull’s natural bucking motion, encouraging the animal to extend his hind legs while trying to get the rider onto the ground. The flank strap is never placed around the bull’s genitals. There are never sharp or foreign objects placed between the strap and the animal. If the flank strap is pulled too tight it restricts the bull’s motion. The flank strap is designed for quick release and is removed immediately after the bull exits the arena.

FOUL
If something happens during the ride that gives the bull an unfair advantage over the bull rider, it is considered a foul and the rider is given the option...
of another ride. Examples of fouls include the bull making contact with the bucking chute at the beginning of the ride, or if the flank strap falls off before the ride has been completed.

**FREE HAND**

The free hand that is not used to grip the bull rope, and it must stay in the air throughout the ride. If the free hand makes contact with the bull or with the bull rider before 8 seconds elapse, the rider will be disqualified and will not receive a score.

**FREIGHT TRAINED**

If, after the rider has dismounted or is bucked off, a bull decides to run over the rider, the bullfighter or the entertainer, the victim has been “freight trained”.

**GATE MAN**

Positioned in front of the chute from which the ride is about to begin, the gate man begins the ride by pulling a rope tied to the chute gate which opens the gate on the bull rider’s cue. The gate man is responsible for quickly opening the gate as wide as possible while getting out of the way as the bull and bull rider exit the chute.

**GLOVE**

Bull riders wear a thick, soft leather glove designed to protect them from rope burns while letting them grip their bull rope.

**GOLD BUCKLE**

The PBR World Champion is presented with a custom-made gold buckle which is the ultimate symbol of achievement and valued at more than $10,000.

**GLEN KEELEY AWARD**

Presented to the Canadian bull rider who earns the most money during the season, the award is presented in memory of Glen Keeley, a Canadian bull rider who was fatally injured on March 24, 2000, during a PBR event in Albuquerque, N.M.

**HEAD HUNTER**

A bull that is constantly looking for a two-legged target to hit is called a “head hunter.”

**HONEST BUCKER**

While it is unusual, a bull that bucks the same way every time out of the chute is known as an “honest bucker.”

**HOOK, Hooked, Hooking**

This occurs when a bull strikes a bull rider or a bullfighter with his horns.

**HUNG UP**

If a rider is unable to free his hand from his bull rope when dismounting, he is hung up, and often requires the assistance of bullfighters to release him. Proper usage is to refer to a rider being “hung up on” a bull, though bull riders will sometimes use the term “hung up to” a bull.

**INTO HIS HAND**

Into his hand is the scenario where a bull spins in the same direction of the rider’s riding hand. For example, if a right-handed rider is on a bull that spins to the right then he is riding a bull “into his hand.”

**JUDGES**

The score for each bull rider is determined by a group of judges, who are hired by the PBR administration using strict and extensive qualifications. Each Built Ford Tough Series event has four judges, who each have 50 points (25 points for the bull and 25 points for the rider) to distribute on each ride. The scores from each of the four judges are added together then divided by two to determine the rider’s total score.

**KISSING THE BULL**

A bucking bull is very dangerous, and when the back of the bull’s head meets the face of the rider, the rider has “kissed the bull.”

**LANE FROST/BRENT THURMAN AWARD**

This award is presented to the bull rider with the highest-scored ride at the Built Ford Tough World Finals. The award is named in memory of Lane Frost, who was fatally injured at the 1989 Cheyenne Frontier Days in Wyoming, and Brent Thurman, who suffered fatal injuries at the 1994 National Finals Rodeo in Las Vegas.

**LEFT-HAND DELIVERY**

Left hand delivery is when the chute gate opens to the bull and bull rider’s left.

**LITTLE YELLOW JACKET**

The first three-time World Champion Bull, Little Yellow Jacket won the award in 2002, 2003 and 2004 before retiring in 2005. He made history in 2003 at the World Arena in Colorado Springs when he bucked off Chris Shivers in less than two seconds, preventing the two-time PBR World Champion from collecting a $1 million bonus presented by Ford Trucks while earning his owners $50,000. The famous bull was 15 years old when he passed away in 2011.

**LIVESTOCK DIRECTOR**

Responsible for determining the bulls used at each event, this individual works with stock contractors nationwide to ensure that the highest-caliber bucking bulls are used in PBR competition. Founder and Ring of Honor member Cody Lambert is the livestock director for the PBR.

**MULEY**

Muley is a term used to describe a bull without horns.

**OFFICIALS**

See judges

**PROFESSIONAL BULL RIDERS HEADQUARTERS**

The Professional Bull Riders headquarters has been located in Pueblo, Colo. since 2007. The PBR has more than 100 full-time employees in Pueblo, at its international offices in Australia, Brazil, Canada and Mexico, and on the road at the hundreds of PBR-sanctioned events.

**PBR MAJOR**

The PBR Major is an event which takes place during the regular Built Ford Tough Series season, has a unique format and offers increased points and bonus money. The PBR Majors in 2016 include the events in New York, New York; Arlington, Texas; Las Vegas, Nevada; and Nashville, Tennessee. These events make up the PBR Grand Slam Series.

**PBR WORLD CHAMPION**

The bull rider with the most PBR World Standings Points at the conclusion of the PBR regular season and the Built Ford Tough World Finals will be declared the PBR World Champion.

**PBR WORLD CHAMPION BULL/MIKEL MORENO AWARD**

Each year, prior to the Built Ford Tough World Finals, the candidates for World Champion Bull/Mikel Moreno Award are determined in a vote by the Top 35 bull riders. The PBR World

**PBR HEADQUARTERS**

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**PBR MINIMUM AGE**

Bull riders must be 18 years old to become a PBR member.

**PBR WORLD CHAMPION BULL/MIKEL MORENO AWARD**

Each year, prior to the Built Ford Tough World Finals, the candidates for World Champion Bull/Mikel Moreno Award are determined in a vote by the Top 35 bull riders. The PBR World
PBR GLOSSARY

Champion Bull/ Mikel Moreno Award winner is the finalist who accumulates the highest total bull score during the PBR World Finals. The award is named in memory of stock contractor and PBR pickup man Julio Moreno’s son, Mikel Moreno, who passed away from leukemia in 2006.

PBR WORLD STANDINGS
The overall season ranking is determined by PBR World Standings Points. Each rider begins the season with zero points. Points are accumulated beginning with the first event of the season, including the Real Time Pain Relief Velocity Tour, Touring Pro Division and international events, continuing through the Built Ford Tough World Finals.

PBR WORLD STANDINGS POINTS
PBR World Standings Points are awarded as a result of placement in rounds (BFTS events only) and in the event average, and can be earned at all PBR events: Built Ford Tough Series, Real Time Pain Relief Velocity Tour, Touring Pro Division and International, as well as minor special events.

PBR.COM
PBR.com the official website of the Professional Bull Riders, is updated daily and includes press releases, feature stories, schedules, statistics, standings, video and more. It also allows visitors to search for specific bull riders and bulls.

PROFESSIONAL RODEO COWBOYS ASSOCIATION (PRCA)
The Professional Rodeo Cowboys Association (PRCA) is the sanctioning body for rodeo events throughout the United States. Though a handful of PBR bull riders also hold memberships in PRCA, the PBR is not affiliated with the PRCA or its sanctioned events.

QUALIFIED RIDE
If a rider reaches 8 seconds without being disqualified, he has completed a qualified ride and therefore earns a score.

RANK
If a bull is difficult to ride, he is called rank.

RE-RIDE
A judge may give a rider a re-ride if he feels that the bull did not perform at a level comparable to the other bulls in the competition and therefore did not give the bull rider a fair chance to earn a high score. Potential re-ride bulls are selected prior to the event.

REAL TIME PAIN RELIEF VELOCITY TOUR
The Real Time Pain Relief Velocity Tour is the expansion tour of the PBR featuring the newest stars of the PBR competing alongside the stars of the Built Ford Tough Series for PBR World Standings Points.

The Real Time Pain Relief Velocity Tour feeds the Built Ford Tough Series with new talent – the winner of each Real Time Pain Relief Velocity Tour event gets the opportunity to compete at a Built Ford Tough Series event to earn the points necessary to remain on the elite tour.

REGULAR SEASON
The Built Ford Tough Series regular season begins in January and concludes in November. The season usually opens in New York at the world famous Madison Square Garden. The season will conclude at T-Mobile Arena in Las Vegas with the PBR Built Ford Tough World Finals.

RIDING HIGH MINISTRIES
Riding High Ministries is a traveling ministry for Christian bull riders whose involvement in competition prevents them from attending worship services in their hometown. Riding High Ministries organizes church services for bull riders during most Built Ford Tough Series events. Open to all riders, staff and the public, the services are usually conducted at the host venue on the second morning of BFTS events.

RIDER RELIEF FUND
Established in 1999, the Rider Relief Fund provides financial aid to bull riders who are unable to compete due to injury. Resistol pledged more than $1 million to create the non-profit fund that provides assistance to professional, college and high school bull riders and bullfighting whose involvement in competition prevents them from attending worship services in their hometown. Riding High Ministries organizes church services for bull riders during most Built Ford Tough Series events. Open to all riders, staff and the public, the services are usually conducted at the host venue on the second morning of BFTS events.

SPINNER
If a bull’s bucking pattern includes him spinning in a tight circle throughout the ride, he is referred to as a spinner.

SPURS
Bull riders’ spurs must have dull, loosely-locked rowels – the wheel-like part that comes in contact with the animal. Spurs, which help a rider maintain his balance by providing extra grip with his feet, do not cut or scratch a bull, whose hide is seven times thicker than human skin.

STOCK CONTRACTOR
The people who own and lease bulls are called stock contractors. Built Ford Tough Series events feature 80-90 bulls. Depending on the location and duration of the event, the bulls will be provided by 10 or more stock contractors.

STOCK CONTRACTOR OF THE YEAR
Determined in a vote of the Top 35 bull riders in the world, the Stock Contractor of the Year is the individual who consistently supplies the highest-quality bucking bulls at PBR events.

SUCKS BACK
A bull that bucks in one direction then instantly switches to the opposite direction is known to “suck back.”

TURN BACK
If a bull heads one way and then makes a sharp move in the opposite direction, it is called a “turn back.”

TURN OUT
If a bull rider enters a competition and elects not to compete for reasons other than injury, then he has turned out, often forfeiting his entry fee. Built Ford Tough Series riders who turn out of competition are subject to strict fines to ensure that the world’s
**PBR GLOSSARY**

**best riders compete at every Built Ford Tough Series event.**

**UNION BULL**
If a bull bucks for only 8 seconds and then quits at the whistle, he becomes known as a “union bull.”

**VEST**
Developed by PBR founder and Ring of Honor inductee Cody Lambert, the protective vest must be worn by every PBR rider. Designed to prevent injury, it helps disperse pressure and protects bones and internal organs which are otherwise vulnerable.

**WRECK**
When a rider is bucked off, then subsequently horned and/or stomped by the bull, he has been involved in a “wreck.”