



Media Alert/ Photo Op

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PBR World Champion Bull to be snout-to-snout with thoroughbred champion horse at Churchill Downs

WHAT: For the first time in PBR history, World Champion bucking bull Chicken on a Chain will meet champion race horse Capt. Candyman Can in one of the most iconic places in horse racing. Both animal athletes will be on display beneath the historic Twin Spires at Churchill Downs following a press conference.

WHO: PBR CEO **Jim Haworth**
VP of Racing Communications at Churchill Downs **John Asher**
Hall of Fame and two-time Kentucky Derby-winning horse trainer **Carl Nafzger**
Top PBR rider **L.J. Jenkins**
World Champion Bull **Chicken on a Chain**
Champion Race Horse **Capt. Candyman Can**

WHERE: Churchill Downs - 700 Central Ave, Louisville, KY 40208
The Plaza inside Gate 1. Parking available outside Gate 1 entrance.

WHEN: Friday, April 12, 2013 at 10:30 a.m.

The KFC Yum! Center is about to add two significant firsts to its history. On April 13 and 14, the Professional Bull Riders' Built Ford Tough Series will hold court for the first time at the 2-year-old Louisville arena. In order to do so, the arena will accept 600 cubic yards of earth loaded into the building 6-8 inches deep to set the stage for two days of adrenaline-soaked bull riding action. It will be the first-ever dirt event in KFC Yum! Center. The PBR Built Ford Tough Series Bass Pro Chute Out presented by Jack Daniel's is the 14th stop of the Built Ford Tough Series' 20th anniversary season.

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About the Professional Bull Riders, Inc. (PBR)

The PBR is the world's premier bull riding organization. This year marks the 20th anniversary of the founding of the PBR. In just two decades, the dream of 20 bull riders has become a global sports phenomenon that reaches more than half a billion households in 50 nations and territories worldwide. Its primetime programming, produced by 34-time Emmy® Award winner and Peabody Award winner David Neal, airs domestically on CBS and CBS Sports Network. More than 2.5 million fans attend live

events each year. The PBR has awarded more than \$120 million in prize money and 25 riders have earned more than \$1 million, including Justin McBride with \$5.5 million – the most of any western-sports athlete in history. For more information on the PBR, go to PBR.com, or follow on Facebook at Facebook.com/PBR, Twitter at Twitter.com/PBR and YouTube at YouTube.com/PBR.