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PBR Brings their Built Ford Tough Series to the KFC Yum! Center

Tickets on sale Monday, December 10 at 10 a.m.

Louisville, KY (November 26, 2012) – The Professional Bull Riders: Built Ford Tough Series will make its first visit to Louisville in 11 years when it comes to the KFC Yum! Center April 13-14, 2013.

The nationally-televised BFTS features the Top 35 bull riders in the world and the fiercest bucking bulls. Fans will witness exhilarating 8-second rides and wrecks throughout the action-packed performances as the PBR's courageous cowboys risk it all against their opponents, who can weigh as much as 2,000 pounds.

2013 marks the 20th Anniversary of PBR competition. The season will award over \$10 million dollars including \$2.2 million at the PBR Built Ford Tough World Finals in Las Vegas. It has become one of the fastest growing sports in history with more than 100 million worldwide viewers of PBR programming and nearly 2 million fans who attend PBR live events each year.

Tickets for the show range from \$15 - \$105 and will go on sale to the public Monday December 10 at 10 a.m. Tickets can be purchased at the KFC Yum! Center Box Office and other Ticketmaster Outlets, www.ticketmaster.com, or Ticketmaster Charge by Phone at 1-800-745-3000. For more information visit www.kfcyumcenter.com.

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About the KFC Yum! Center

Operated by AEG Facilities, the KFC Yum! Center is Louisville's newest multi-purpose arena that boasts a total of 721,762 square feet while offering an arena bowl exceeding 22,000 seats and four meeting rooms spanning approximately 34,000 square feet all within walking distance of more than 4,200 hotel rooms in downtown Louisville. It is home to the University of Louisville men's and women's basketball programs and is ideal for concerts, conventions, corporate events, family shows, ice shows, wrestling and more. The KFC Yum! Center is a state of the art facility with advance technology capabilities that is owned by the Louisville Arena Authority and managed by AEG Facilities, a global sports, entertainment and venue organization that owns, operates or consults with more than 100 of the most elite venues in the world. For more information, visit www.kfcyumcenter.com.

