

59th ANNUAL MID-WESTERN RODEO CREATES HIGH-STAKES OPPORTUNITIES FOR RODEO ATHLETES & FANS THROUGH A NEW PARTNERSHIP

The Mid-Western Rodeo has partnered with the Days of '47 Cowboy Games & Rodeo to create a first-of-its-kind rodeo competition that is set to revolutionize the sport.

The 59th Annual Mid-Western Rodeo in Manawa, WI is excited to announce it has been selected as an Official Trial Event for the \$2 million Days of '47 Cowboy Games & Rodeo in Salt Lake City July 19-22. This partnership will bring rodeo to a new level through a first-of-its-kind formatted competition. Competitors from the Mid-Western Rodeo will have an opportunity to gain qualification points in order to compete for a share of the \$2 million in cash and prizes—including a gold medal—at the Cowboy Games in July.

“It’s a real feather in our cap to have the Mid-Western Rodeo chosen as a trial event for the Cowboy Games and Rodeo,” said Peter Ziebell, Mid-Western Rodeo Committee Chairman. “It says a lot for our volunteers, sponsors and the overall quality of the Rodeo which has been such a part of the history of our community.

“In fact, we’ll be one of the final trial events,” Ziebell continued. “That means we’ll be seeing a lot of the top names in the PRCA come through during our three days of rodeo as they try for one last chance to qualify here in Manawa for this new \$2-million rodeo event.”



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“This exciting, new format will bring a fresh approach to the sport, and greater financial prospects to the rodeo athletes,” says Dan Shaw, CEO of the Days of '47 Cowboy Games & Rodeo. “Through the trial event process, competitors from smaller rodeos across the nation are afforded a unique chance to be a part of history. The Cowboy Games will give the fans an opportunity to be more engaged, and will bring widespread national exposure to the sport.”

The inaugural Days of '47 Cowboy Games & Rodeo, presented by Komatsu Equipment, will be held at the newly completed Days of '47 Arena at State Fair Park—a \$16-million, 10,000-seat, state-of-the-art stadium in the heart of Salt Lake City, Utah. The best of the best rodeo athletes will compete during the Days of '47 celebrations, with semi-final rounds July 19-22 and the Gold Medal Round on July 24, testing their skills in bareback riding, saddle bronc riding, bull riding, barrel racing, team roping, steer wrestling and tie-down roping.

Competitors earn the opportunity to compete in the Days of '47 Cowboy Games semi-finals in three different ways. The top 10 contestants in the Professional Rodeo Cowboys Association (PRCA) and Women’s Professional Rodeo Association (WPRA) World Standings as of July 5th will qualify, as will the top 20 contestants in each discipline who have accumulated the required points at PRCA-sanctioned trial events across the country, such as the Mid-Western Rodeo. Rounding out the 40-contestant field in each discipline will be 10 select competitors in a unique Wild Card round. The July 24 Gold Medal Round of the Cowboy Games & Rodeo will be televised on CBS Sports Network. All cash money won will count toward PRCA and WPRA world standings that determine qualifiers to the Wrangler NFR and the eventual world championship.

The Days of '47 Cowboy Games & Rodeo presented by Komatsu Equipment is a private, nonprofit, volunteer, charitable organization, whose mission is to advance Western lifestyle, promote the pioneer spirit that has been an integral part of Utah’s heritage, and educate Utah’s kids. For more information, visit

daysof47cowboygames.com.