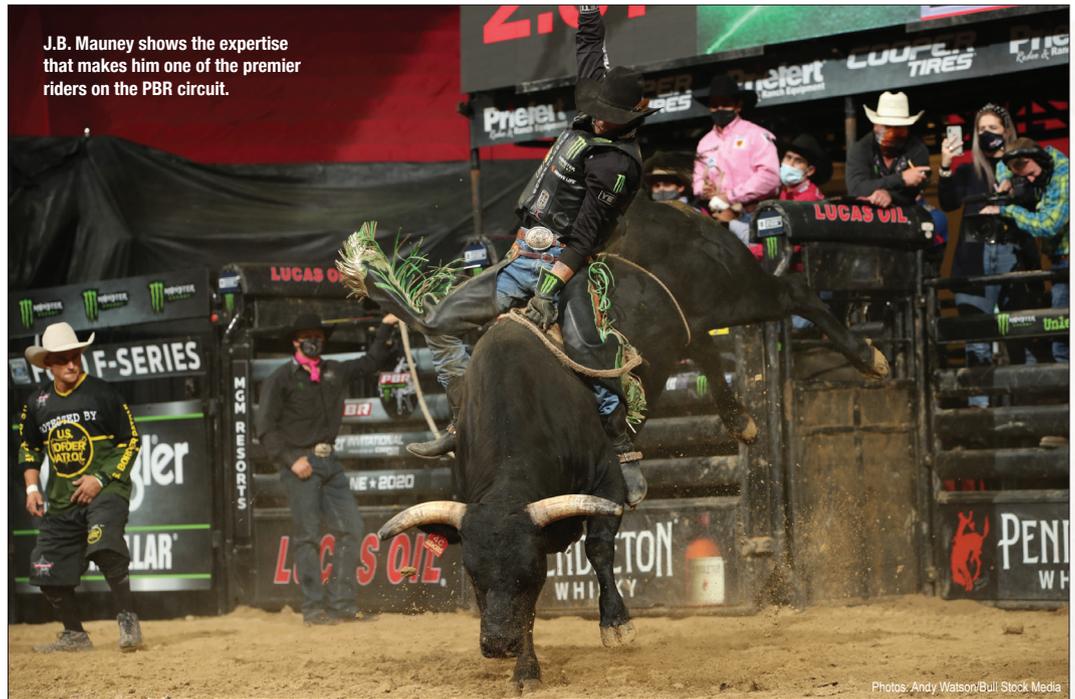


At the most challenging championship in sports, the world's best bull riders will battle it out at AT&T Stadium in Arlington, Texas on Nov. 12-15 for the \$1 million bonus and coveted gold buckle.

Some of the greatest moments in PBR history have happened in the NFL's largest stadium. And now, fans headed to Texas are bound to see a lot more history unfold when the 2020 PBR World Champion is crowned at the end of a truly unforgettable season.

For the first time in league history, the PBR World Finals will be held outside of Las Vegas, debuting in Arlington, inside AT&T Stadium, where one of bull riding's most captivating World Championship races unfurls at the four-day 2020 PBR World Finals: Unleash The Beast.

"The PBR World Finals, the biggest event in bull riding, will crown our next champion rider and bull in the NFL's largest stadium in the heart of cowboy country, giving fans the sport they love in a comfortable, socially distanced environment," said PBR Commissioner Sean Gleason. "We are very grateful to Governor Abbott and the state of Texas, who moved at lightning speed to make this happen, as well as our partners in the city of Arlington, the Visitors Bureau, and AT&T Stadium for welcoming PBR and our loyal fans for championship week."



J.B. Mauney shows the expertise that makes him one of the premier riders on the PBR circuit.

Photos: Andy Watson/Bull Stock Media

While the 2020 World Finals will mark the first-time ever the event has been held in the Lone Star State in the league's 27-year history, AT&T Stadium is no stranger to holding some of PBR's most historic events.

PBR has bucked in the home of the NFL's Dallas Cowboys for the past decade; in fact, in 2018 AT&T Stadium hosted the largest single-day event in league history, as more than 46,000 fans attended the season's Iron Cowboy Major.

In 2019, the venue welcomed the first-ever United States iteration of the prestigious PBR Global Cup, a five-nation tournament where the world's best bull riders ban together in national teams, competing for the title of "Toughest Nation on Dirt."

And in 2020, led by two-time, and reigning, PBR World Champion **Jess Lockwood**, Team USA made history at the global event inside "Jerry World," becoming the first country to win the event in their native country, and defend home soil.

"Man, I am so excited and ready for it," young gun **Mason Taylor** said ahead of his career-first event in the iconic venue. "I have always wanted to ride in Jerry's World. It's not even 30 minutes from my house, so saying it's a home-field advantage is an understatement. It's my backyard, so what better time for a first appearance than to have the most prestigious bull riding there?"

"I'm pumped about it," 2016 PBR World Champion **Cooper Davis** echoed. "I think it's awesome. There are just certain stadiums that give off a certain feel that makes you want to up your game. You know that top athletes have come before you that have busted their butt in that stadium, and you don't want to go in there and half-ass it."

Davis will travel to the 2020 PBR World Finals as a surging dark horse in the 2020 PBR World Championship race, electric since his return to competition in May following a four-month recovery from a neck fracture sustained at the season-launch Unleash The Beast Major in New York City in January.

THE BEST 8 SECONDS IN ALL OF SPORTS

2020 PBR World Finals to Debut in Arlington on Nov. 12-15 as an Exhilarating World Champion Race Unfurls in AT&T Stadium

The revered Texan won his first event back to competition, a Touring Pro Division stop in Sheridan, Wyoming. He then logged a premier series event and 15/15 Bucking Battle victory, in addition to six Top-10 Unleash The Beast finishes in the five months since.

As a result, he has surged from No. 28 to No. 6 in the world, now 779.5 points behind No. 1 **Jose Vitor Leme** at the conclusion of the regular-season for the elite tour.

In addition to being within striking distance of Leme to notch his second World Championship, Davis, the 2015 PBR World Finals event winner, is also in position to win the season-culminating event for the second time in his career.

Only three riders in PBR history have won the World Finals event average title two times or more – **Robson Palermo** (2008, 2011, 2012), **J.B. Mauney** (2009, 2013) and **Troy Dunn** (1995, 1997). Davis could join those three legends with a memorable performance of his own in Texas.

“This is an opportunity I probably will never have again, riding for \$300,000 in my home state and winning the World Finals,” Davis said. “That dang sure makes you want to put a little extra stick on your rope and hang on a little tighter. It would be pretty special to win.”

Much like Davis, two-time PBR World Champion Mauney, who is now a Texas resident as well, is also amidst a second-half surge which led him to cement his 15th consecutive qualification to the PBR World Finals.

“Everything’s rolling,” the legendary rider said from the final regular-season Unleash The Beast event in Nampa, Idaho.

Mauney, who also was sidelined for the entire first half, due shoulder surgery, concluded the 2020 regular-season with four consecutive Top-5 efforts. Consequently, he skyrocketed from No. 98 to No. 29 in the world.

However, while fan favorites Davis and Mauney have both made head-turning, second-half pushes, both are chasing current world No. 1 Leme, a Decatur resident, who has been nothing short of dominant in 2020.

“I am excited for the Finals,” Leme said. “World Finals close to home. It’s going to be awesome. Surely Las Vegas is an event that I hope to go to every year, because I always managed to make a good Finals there. I had many special moments in that place.”

“Arlington hasn’t brought me anything special in my career

yet. I didn’t do so well at The American events and we didn’t win the Global Cup, but maybe this place will become a special place in my career at the end of the season.”

After finishing No. 2 in the world the past two seasons, the Brazilian phenom has looked unshakable in his quest to capture his first World Championship, leading sports experts to run out of superlatives to describe his season.

In addition to winning a league-leading seven Unleash The Beast events, Leme concluded the year with a PBR-best 15 round wins, and eight 90-point rides, having ridden 41 of his 60 bulls on the premier series for an impressive 68.33% riding average.

He amassed a collective 1,341.5 world points and concluded the regular season with double the world points of all riders except No. 2 Joao Ricardo Vieira.

“You’re not going to stop him,” Mauney said of Leme. “He rides way too good.”

With a mere handful of days remaining prior to when the 2020 PBR World Champion is crowned, fans will not have to wait long for the World Championship to unfurl.

Featuring four long rounds and one championship round of competition, the 2020 PBR World Finals: Unleash The Beast will get underway on Thursday, Nov. 12 and Friday, Nov. 13 at 8:30 p.m. CT, Saturday, Nov. 14 at 6:30 p.m. CT, and Sunday, Nov. 15 at 4:30 p.m. CT.

In addition to crowning the 2020 PBR World Champion, who

will receive the coveted \$1 million bonus, the 2020 PBR World Finals event winner will take home \$300,000, while the 2020 YETI PBR World Champion Bull will earn \$100,000.

Apart from the action in the arena, the PBR will hold a free-to-attend, four-day fan zone in Lot 4 of AT&T Stadium. In addition to holding the 2020 MBR (Miniature Bull Riders) Finals, the fan zone will also

feature LIVE tapings of Flint Rasmussen’s “Outside The Barrel,” talk show, mechanical bull rides from veteran rider **Chase Outlaw** and more.

Additional programming for the 2020 PBR World Finals: Unleash The Beast will be announced in the coming days. Stay tuned to PBR.com for more information.

Tickets can be purchased at attstadium.com, seatgeek.com, pbr.com and by calling PBR Customer Service at (800) 732-1727. **A**

