

Cinch Bucking Horse Championships to offer \$70,000 in added money

KALISPELL, Mont., Aug. 8, 2013 (SEND2PRESS NEWSWIRE) – On October 19, the Majestic Valley Arena will open its doors to the richest bucking horse event in the United States. The Cinch Bucking Horse Championships will offer \$70,000 in added money and will include some of the nation's best cowboys and roughest four and five-year-old saddle broncs.

Sponsored by Cinch Jeans and Shirts, 45 broncs and 22 cowboys will compete for bragging rights in this one-night event. Directly following the bucking horse competition, the World Class Bucking Horse Association will host a dance with a live music.

"The Cinch Bucking Horse Championships fills a key niche in rodeo and we are proud to sponsor this event," shares David Dean, chief executive officer of Miller International, parent company to Cinch. "This event has an innovative platform that is fun for the fans and we look forward to seeing this event, and others like it, grow quickly."

The World Class Bucking Horse Association manages qualifying events for the Cinch Bucking Horse Championships. Remaining 2013 qualifying events are located in Montana and include the Montana Cowboy Association Bronc Futurity in Choteau on August 11, Ryan Mapston Bucking Horse Futurity Ranch Rodeo/Stallion Stakes on August 25 in Belt and the Mussellshell Valley Fall Festival on September 14 in Roundup.

The Kalispell Convention and Visitors Bureau is partnering to promote the Cinch Bucking Horse Championships and to make it one of the area's largest annual events. Other major events backed by the Kalispell Convention and Visitors Bureau include the Montana Dragon Boat Festival and the Montana Spartan Race.

"When national events like the Cinch Bucking Horse Championships choose the Flathead Valley it indicates a growing awareness of our area's extensive resources, great facilities, and excellent tourism opportunities," stated Rob Brisendine of the Kalispell Convention and Visitors Bureau. "We are very pleased to have the Cinch Bucking Horse Championships and the economic boost it will bring in a traditionally slower season."

Admission for this event is \$15 for adults, \$8 for children ages six to 12, and free for children five and under. VIP Admission is also available for \$40. Tickets can be purchased at <http://www.majesticvalleyarena.com/> or CHS County Stores located at 150 1st Avenue West North in Kalispell.

About Cinch Jeans & Shirts:

Founded in 1996, Cinch Jeans & Shirts is the leading manufacturer of functional and fashionable western lifestyle apparel. From its headquarters in Denver, Colorado, Cinch products are distributed to a network of retail outlets throughout the world. For more information about Cinch products or

for the nearest Cinch retailer near you, contact Cinch at 1-800-688-4449 or visit <http://CinchJeans.com/>.

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