

INAUGURAL COWBOY KICKS EVENT A SUCCESS



\$375,000 raised in support of the Westerner Foundation and the Canadian Pro Rodeo Sport Medicine Team

March 31, 2022 | Red Deer, Alberta - The Cowboy Kicks Committee is pleased to announce that the inaugural event raised \$375,000 for the Westerner Foundation and the Canadian Pro Rodeo Sport Medicine Team.

“We are blown away by the generosity of the central Alberta community in their support of the first-ever Cowboy Kicks event,” said Cowboy Kicks Chair Kathy Lacey. “The importance of community has never been more crucial and we wish to thank our sponsors, volunteers and attendees for their support and the overwhelming spirit of giving in these challenging times.”

During the evening’s live auction, Canadian Country Music and Juno award-winning artist Brett Kissel donated three exclusive trips to Nashville, which raised \$117,000.

Proceeds from the evening’s event were raised in support of the Westerner Foundation and the Canadian Pro Rodeo Sport Medicine Team, this year’s charity of choice.

The next Cowboy Kicks event will occur in spring 2023.



Westerner
Foundation

The Westerner Foundation will improve and contribute to the Central Alberta culture of rural connection - inspiring youth, engaging arts & culture, and benefiting our community by promoting, fundraising, and investing in initiatives that will support the future sustainability of Westerner Park.

westernerpark.ca



Cowboy Kicks is a major annual fundraiser for the Westerner Foundation and the Canadian Pro Rodeo Sport Medicine Team. Uniquely Western, arts meets west at this fundraising experience.



The Canadian Pro Rodeo Sport Medicine Team is a volunteer-led team composed of athletic therapists, massage therapists, chiropractors, sport medicine physicians, orthopedic surgeons, psychologists and counsellors, the Canadian Pro Rodeo Sport Medicine Team helps athletes in their rodeo careers by providing pre-event care and treatment, acute injury arena coverage, crisis control and post-event care and follow up. On average, the team works over 175 performances per season, including Canadian Pro Rodeo Association, Professional Bullriders events and Calgary Stampede Rodeo and Chuckwagons.

prorodeosportmed.com

For more information:

Tracy Kelly

Marketing & Communications Manager, Westerner Park

P 403.309.0207 C 403.559.9543

E tkelly@westernerpark.ca