



Star-Studded Teams Announced for Inaugural Kid Rock's Rock N Rodeo

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On Thursday, March 14, 2024, Kid Rock was at AT&T Stadium on horseback, joining PBR (Professional Bull Riders) Chief Executive Officer and Commissioner Sean Gleason, Dallas Cowboys Chief Operating Officer Stephen Jones, and City of Arlington Mayor Jim Ross to announce the biggest weekend in Western sports. The three-day event, including [Kid Rock's Rock N Rodeo](#) (May 17), followed by the [PBR World Finals: Unleash The Beast – Championship](#) (May 18-19) will take place at AT&T Stadium. To commemorate the announcement, and in true rodeo fashion, Rock, Jones, Gleason, and Ross were presented with ceremonial custom branded jackets.



Single-day tickets for both *Kid Rock's Rock N Rodeo* and *PBR World Finals – Championship* are on sale now. They can be purchased online at ATTStadium.com, SeatGeek.com, KidRockNRodeo.com and PBR.com/WorldFinals, or by phone at 1-800-

Full press release announcing coaches and riders below.



Star-Studded Teams Announced for Inaugural Kid Rock's Rock N Rodeo in Arlington, Texas, at AT&T Stadium on May 17

Holding a combined 54 World Championships, more than 400 National Finals Rodeo qualifications and \$89 million in career-earnings, the drafted athletes will compete in historic \$1-million team-formatted rodeo mashed up with a Kid Rock concert inside the home of the NFL's Dallas Cowboys

Kid Rock's Rock N Rodeo to launch the Biggest Weekend in Western Sports, followed by the PBR World Finals: Unleash The Beast – Championship on May 18-19; tickets on sale now

[Click here for the press kit for Kid Rock's Rock N Rodeo and PBR World Finals - Championship.](#)

ARLINGTON, Texas (March 14, 2024) – Ahead of the debut of *Kid Rock's Rock N Rodeo* in Arlington, Texas, on May 17, the PBR (Professional Bull Riders) and Kid Rock today announced the star-studded lineup of rodeo royalty who will form five of the six competing rosters in the landmark \$1-million team rodeo event.

Kid Rock's Rock N Rodeo is a reimagined rodeo produced by PBR in partnership with Kid Rock. Six teams, each led by a legendary rodeo head coach, will compete head-to-head in bracket-style competition at AT&T Stadium on May 17 for a \$1 million purse. Within the new \$1-million team-formatted rodeo, Kid Rock will perform live in concert.

Single-day tickets for both *Kid Rock's Rock N Rodeo* and *PBR World Finals – Championship* are on-sale now. They can be purchased online at ATTStadium.com, SeatGeek.com, KidRockNRodeo.com and PBR.com/WorldFinals, or by phone at 1-800-732-1727.

The drafted competitors include the most talented athletes to ever compete on dirt. Collectively they have earned 54 World Championships in the PRCA (Professional Rodeo Cowboys Association) and WPRA (Women's Professional Rodeo Association), 39 aggregate wins and more than 400 qualifications to the National Finals Rodeo (NFR), while amassing more than \$89 million in career earnings.

The rosters for the teams are:

Convoy (Head Coach **Cody Ohl** and Assistant Coach **Saylor Ohl**)

- Bareback Riding: **Kade Sonnier** and **Tim O'Connell** Barrel Racing: **Stevi Hillman** and **Tessa Arnold**
- Breakaway Roping: **Sarah Angelone** and **Shelby Boisjoli-Meged**
- Saddle Bronc Riding: **Gus Gaillard** and **Layton Green**
- Steer Wrestling: **Jesse Brown** and **JD Struxness**

- Tie-Down Roping: **Riley Webb** and **Ty Harris**
- Team Roping: **Dustin Egusquiza** (Header)/**Levi Lord** (Heeler) and **Clay Smith** (Header)/**Coleby Payne** (Heeler)

The Convoy and Sledge Hammers made noise following the draft, executing the first, and only, athlete trade for Kid Rock's Rock N Rodeo. Convoy initially selected Shad Mayfield third overall and traded him to the Sledge Hammers for Webb, the fifteenth overall selection.

Tie-down roper Webb is one of two reigning World Champions on the Convoy, joined by 2023 breakaway roping title holder Boisjoli-Meged. The team has earned a combined eight world titles, including 2022 WPRA All-Around Champion Angelone who was selected fourth overall by the team in the draft, and the only breakaway athlete selected in the first 37 picks.

Jokers (Head Coach Sid Steiner and Assistant Coach Joe Beaver)

- Bareback Riding: **Rocker Steiner** and **Jesse Pope**
- Barrel Racing: **Brittany Pozzi Tonozzi** and **Steely Steiner**
- Breakaway Roping: **Cheyenne McCartney** and **Jordi Edens**
- Saddle Bronc Riding: **Brody Cress** and **Wyatt Casper**
- Steer Wrestling: **Dirk Tavenner** and **Dakota Eldridge**
- Tie-Down Roping: **Haven Meged** and **Shane Hanchey**
- Team Roping: **Derrick Begay** (Header)/**Cory Petska** (Heeler) and **Erich Rogers** (Header)/**Paul Eaves** (Heeler)

Under the leadership of Head Coach Steiner, the Jokers began the Kid Rock's Rock N Rodeo draft with a bang, making quick trades with the Misty Mountain Hop to obtain the No. 1 selection. With the pick, Steiner drafted his son, two-time NFR qualifying bareback rider Rocker Steiner. Making it a family affair, later in the draft, Steiner completed his barrel-racing lineup by drafting his daughter Steely Steiner.

The Jokers feature three-time and reigning World Champion barrel racer Pozzi Tonozzi. The contingent leads the five assembled teams in NFR qualifications with a commanding 117 appearances at the prestigious rodeo event, of which they have won the aggregate 18 times.

Low Riders (Head Coach Trevor Brazile and Assistant Coach Dale Brisby)

- Bareback Riding: **Leighton Berry** and **Jacob Lees**
- Barrel Racing: **Sherry Cervi** and **Amanda Welsh**
- Breakaway Roping: **Martha Angelone** and **Kelsie Chace Domer**
- Saddle Bronc Riding: **Sage Newman** and **Kade Bruno**
- Steer Wrestling: **Tyler Pearson** and **Kyle Irwin**
- Tie-Down Roping: **Tuf Cooper** and **Cory Solomon**
- Team Roping: **Clint Summers** (Header)/**Jake Long** (Heeler) and **Cody Snow** (Header)/**Hunter Koch** (Heeler)

Anchored by veteran contenders and four-time World Champions Cervi in barrel racing, the draft's ninth overall pick, and Cooper, the draft's 19th overall pick, in tie-down roping, the Low Riders have been a consistent presence at the NFR, with a combined 94 qualifications and six aggregate wins.

Misty Mountain Hop (Head Coach Charmayne James and Assistant Coach Justin McKee)

- Bareback Riding: **Cole Reiner** and **Mason Clements**
- Barrel Racing: **Wenda Johnson** and **LaTricia Duke**
- Breakaway Roping: **Danielle Lowman** and **Jordan Hollabaugh**
- Saddle Bronc Riding: **Statler Wright** and **Lefty Holman**
- Steer Wrestling: **Tyler Waguespack** and **Stetson Jorgensen**
- Tie-Down Roping: **Caleb Smidt** and **Westyn Hughes**
- Team Roping: **Kaleb Driggers** (Header)/**Junior Nogueira** (Heeler) and **Tyler Wade** (Header)/**Wesley Thorp** (Heeler)

Before the draft began, Head Coach James and Assistant Coach McKee made key trades with the Convoy and Jokers that allowed them to select more than half of their roster within the first 22 picks of the draft, building one of the event's strongest rosters. With their early picks, they first selected five-time World Champion steer wrestler Waguespack eighth

overall, followed by four-time NFR qualifying barrel racer Johnson tenth overall.

Those moves allowed them to assemble a roster that boasts 17 World Championships, including 2023 title holders Waguespack, and the team roping duo of Wade and Thorp, eight NFR aggregate wins, and 79 NFR qualifications.

Sledge Hammers (Head Coach Fred Whitfield and Assistant Coach Curtis Pederson)

- Bareback Riding: **Taylor Broussard** and **Tanner Aus**
- Barrel Racing: **Stephanie Fryar** and **Ashley Castleberry**
- Breakaway Roping: **Maddy Deerman** and **Taylor Munsell**
- Saddle Bronc Riding: **Dawson Hay** and **Logan Hay**
- Steer Wrestling: **Dalton Massey** and **Justin Shaffer**
- Tie-Down Roping: **John Douch** and **Shad Mayfield**
- Team Roping: **Coleman Proctor** (Header)/**Logan Medlin** (Heeler) and **Tanner Tomlinson** (Header)/**Patrick Smith** (Heeler)

Whitfield and Pederson's Sledge Hammers are anchored by World Champion Mayfield, alongside the team's first selection in three-time NFR qualifying tie-down roper Douch. Like the Jokers, the Sledgehammers also have sibling competitors with Dawson and Logan Hay. With more than 50 NFR qualifications and four aggregate wins across the drafted athletes, the Sledge Hammers have assembled a young roster ready to make waves.

The final team for *Kid Rock's Rock N Rodeo*, the Free Riders, led by Head Coach Bobby Mote and Assistant Coach Linsay Rosser-Sumpter, will be formed following conclusion of the WCRA's (World Champions Rodeo Alliance) Rodeo Corpus Christi on May 11 in Corpus Christi, Texas. The top two finishers in each discipline at the event, not already selected by a team, will join the Free Riders. For more information on Rodeo Corpus Christi, visit wcrarodeo.com.

Kid Rock's Rock N Rodeo will begin on Friday, May 17 at 7:45 p.m. CT inside AT&T Stadium. When the dust settles on the historic event, the famed venue will then host the PBR World Finals: Unleash The Beast Championship on Saturday, May 18 at 7:45 p.m. CT and Sunday, May 19 at 1:45 p.m. CT, when the 2024 PBR World Champion will be crowned, earning the accompanying \$1 million bonus and coveted gold buckle.

The PBR World Finals – Championship will mark the final portion of the reimagined World Finals format debuting in 2024, with bull riding's most prestigious event now featuring 10 rounds of action split across two venues in the Dallas-Fort Worth Metroplex in a playoff-type format.

The 2024 PBR World Finals: Unleash The Beast will get underway in Fort Worth with the four-day *Eliminations* on May 9-12, followed by the two-day *Ride for Redemption* on May 15-16, inside the intimate confines of Cowtown Coliseum, before concluding inside AT&T Stadium on May 18-19.

The dramatic *World Finals – Eliminations* format, which will open PBR's biggest event in its smallest venue, will be complemented by a myriad of enhanced fan experiences, in addition to tickets to the coveted event at Cowtown Coliseum. Tannahill's Tavern & Music Hall, the popular restaurant in Mule Alley from Chef Tim Love, will host daily hospitality and entertainment from famed musicians including GRAMMY Award winning Brothers Osborne, renowned Texas country artist Stoney LaRue, and alt-country, rock and roll soul group 49 Winchester. Information on the special entertainment-rich packages is at PBR.com/WorldFinals.

Stay tuned to PBR.com for the latest news and results and be sure to follow the sport on all social media platforms at [@PBR](https://twitter.com/PBR).

About PBR (Professional Bull Riders):

PBR is the world's premier bull riding organization. More than 800 bull riders compete in more than 200 events annually across the televised PBR Unleash The Beast tour (UTB), which features the top bull riders in the world; the PBR Pendleton Whisky Velocity Tour (PWVT); the PBR Touring Pro Division (TPD); and the PBR's international circuits in Australia, Brazil, Canada and Mexico. In 2022, the organization launched PBR Teams—eight teams of the world's best bull

riders competing for a new championship—as well as the PBR Challenger Series with more than 60 annual events nationwide. The organization’s digital assets include PBR RidePass on Pluto TV, which is home to Western sports. PBR is a subsidiary of Endeavor, a global sports and entertainment company. For more information, visit PBR.com, or follow on Facebook at Facebook.com/PBR, Twitter at Twitter.com/PBR, and YouTube at YouTube.com/PBR.

About Kid Rock:

Kid Rock is a multi-platinum award-winning American rock ‘n roll icon. His music has been characterized as a melting pot of musical genres; from rap-rock in the ‘90s with singles “Bawitdaba” and “Cowboy,” to the multi-chart hit “Picture,” a collaboration with Sheryl Crow, to the global smash hit, “All Summer Long,” charted at No. 1 in eight countries across Europe and Australia. Rock has sold nearly 30 million records worldwide and has earned a reputation as one of the hardest-working acts in rock n’ roll, blowing the roofs off arenas and stadiums on countless cross-country tours and treks around the globe. Kid Rock holds the Michigan record for most tickets sold with 150,000 for a run of ten consecutive sold-out shows, and he set the Little Caesars Arena attendance record in his hometown of Detroit with 86,893 attendees in six sold-out shows. Kid Rock is also a passionate supporter of those who serve in the US Armed Forces, in addition to many other charitable causes through his Kid Rock Foundation. His newest album, Bad Reputation, was released through his own Top Dog Records label. The album features crowd favorites, “Don’t Tell Me How To Live,” “We The People,” and “My Kind of Country,” a song he co-wrote with Eric Church and Adam Hood.

About AT&T Stadium:

AT&T Stadium is the largest, most technologically advanced entertainment venue in the world. Designed by HKS and built by Manhattan Construction, the \$1.2 billion stadium features two monumental arches, the world’s largest HDTV video board cluster, an expansive retractable roof and the largest retractable end zone doors in the world. Features of the stadium include seating for 80,000 and expandability for up to 100,000, over 300 luxury suites, club seating on multiple levels and the Dallas Cowboys Pro Shop, open to the public year-round. Outside the stadium, the Miller Lite® House is a branded destination that boasts a 70-yard Cowboys turf field featuring field games, four video boards and over 60 television screens, two fantasy football screen walls and over 87,000 outdoor square-footage for event day experiences. The space also features two beer gardens and a walk-in beer cooler. The stadium is also home to a world-class collection of contemporary art, made up of over 92 works of art by 62 established and emerging artists displayed on the walls and in the grand public spaces of the venue. In addition to being the home of the Dallas Cowboys since opening in 2009, the stadium has hosted Super Bowl XLV, the 2010 NBA All Star Game, the annual Goodyear Cotton Bowl Classic, the 2014 NCAA Men’s Final Four, the 2015 inaugural College Football Playoff Championship Game, the 2015 50th Anniversary Academy of Country Music Awards show and WrestleMania 32 & 38. The venue has also played host to high school and college football, concerts, championship fights, international soccer matches and other special events. For more information, go to attstadium.com.

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