



**IMMEDIATE RELEASE:**  
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WESTHILLS AGGREGATE PRESENTS:  
THE 2ND ANNUAL  
PENTICTON INVITATIONAL OPEN: PROFESSIONAL BULLRIDING

FEBRUARY 5<sup>TH</sup> & 6<sup>TH</sup>, 2010

**Penticton BC:** Westhills Aggregate is pleased to present the 2<sup>nd</sup> Annual Penticton Invitational Open: Professional Bull Riding on Friday, February 5<sup>th</sup> and Saturday, February 6<sup>th</sup>, 2010 at 7:30 p.m. Adult tickets are \$30 and \$20, Children's tickets (12/under) are \$15\*. Tickets go on sale Tuesday, December 1<sup>st</sup> at 10:00 a.m., exclusively through [ValleyFirstTIX.com](http://ValleyFirstTIX.com), the South Okanagan Events Centre Box Office and the Wine Country Visitors Centre or charge by phone at 1-877-763-2849. (\*additional service fees apply)

Building on the success of the first professional bull riding event at the SOEC in 2009, the boys and the bulls return, bigger and badder in 2010! 30 of the top professional riders from Canada and the United States will turn the South Okanagan Events Centre into the old West!

This year's event is one month ahead in the calendar, moving from the first week of March to the first week in February. Last year's event saw the bulls win a great number of the battles, however with this year's February dates, this event is left with no major competition in Canada and with an increased prize purse of over \$10,000, there will be a much improved field of contestants in 2010. The format chosen for the selection of contestants is Invitational. This format guarantees a great selection of Canadian pro cowboys like Ty Elliot and Jason Finkbeiner plus allows the flexibility to invite talented cowboys from the B.C. region. Once again, you can count on seeing local favourites Quinton Schneider from Cawston and Chad Eneas from Penticton!

The format will again feature all 30 contestants in a "long go" with the top 10 coming back for a "short go" or final round with a winner being determined each night. Once again this year the announcer will be Tyson Piesch from Buck Lake, A.B. His side-kick and partner in entertainment will be Dennis Halstead from Calgary, A.B. Dennis and Tyson have been involved in informing and entertaining audiences at some of Canada's best pro rodeo's for the last decade and their years of experience leave spectators with a truly great experience!

A list of confirmed competitors will be released at a later date.

Tickets to ALL events at the South Okanagan Events Centre are available at SOEC Box Office, the Penticton and Wine Country Visitors Centre, online at [www.valleyfirstTIX.com](http://www.valleyfirstTIX.com) or charge by phone at 1-877-763-2849.

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**ABOUT GLOBAL SPECTRUM FACILITY MANAGEMENT:**

Global Spectrum ([global-spectrum.com](http://global-spectrum.com)) is the fastest growing firm in the public assembly facility management field with more than 85 facilities throughout the United States and Canada. The Philadelphia-based company is part of one of the world's largest sports and entertainment companies, Comcast-Spectacor, which also owns the Philadelphia Flyers of the National Hockey League, the Philadelphia 76ers of the National Basketball Association, Flyers Skate Zone, a series of community ice skating rinks, Comcast SportsNet Philadelphia, a regional sports programming network, Ovations Food Services, a food and beverage services provider, New Era Tickets, a full-service ticketing and marketing product for public assembly facilities, and Front Row Marketing Services, a commercial rights sales company and 360i Creative Group, a full-service in-house advertising agency. In a partnership with Disson Skating, Comcast-Spectacor annually produces 10 nationally televised figure skating spectaculars on NBC.

