



# PRESS RELEASE



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## CHAMP ON THE EDGE

SASKATOON, SK (April 3, 2009) – Since winning the 2008 PBR Canada Championship Aaron Roy (Asquith, SK) has been a fixture on the Built Ford Tough Series. However, this weekend that could come to an end.

Roy, currently 34<sup>th</sup> in the BFTS Standings, is on the verge of being cut from the tour if he doesn't gain 300 points during this weekend's tour stop in Nampa, Idaho. While Roy has had success this season, including a 4<sup>th</sup> place finish at Anaheim, and a 10<sup>th</sup> place finish in Tampa, he has not had the kind of season he did last year.

Fate may be on his side though. In the first round, which takes place tonight, Aaron has drawn Wrangler Big Rig. This will be the third match-up between these two, with Roy covering the bull in the last two meetings for nearly 90-points on each ride.

"It's a pretty big advantage having this bull again," says Roy, "he's a good bull and I have a good shot at riding him."

The importance of covering his bulls this weekend is not lost on Roy.

"If I ride all my bulls this weekend I should be safe, so that's what I plan to do," commented Roy.

Round one of the Nampa Invitational kicks off tonight, keep tuned to [3dbullriding.com](http://3dbullriding.com) all weekend as we keep you up to date on the action.

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### **About 3D Bullriding Inc.:**

3D Bull Riding Inc. has been contracted to produce events across Canada, from Chilliwack, British Columbia, to Halifax, Nova Scotia, including the PBR Canada National Finals in Calgary, Alberta.

2009 will mark 10 years in the production business for 3D Bull Riding Inc. The company has a tremendous following of fans and sponsors. Corporate sponsors have recognized the level of professionalism 3D Bull Riding Inc. has to offer.