



FOR IMMEDIATE RELEASE

Press Contact: Robert Simpson
Phone: (800) 595-RIDE / (405) 282-RIDE
E-Mail: robert@Lazye.com

When: **March 5, 2009** / 12:00PM & 7:30PM
March 6, 2009 / 12:00PM & 7:30PM
March 7, 2009 / 1:00PM

Where: The Lazy E Arena (Guthrie, Oklahoma)

BRAZILE HEADLINES A CAST OF STARS

**THE WRANGLER TIMED EVENT CHAMPIONSHIP RETURNS TO THE
LAZY E ARENA ON FRIDAY, SATURDAY and SUNDAY**

GUTHRIE, Okla., March 1, 2010 – The Ironman event of ProRodeo will return to the Fabulous Lazy E Arena this coming Friday, Saturday and Sunday in Guthrie, Oklahoma. For over two and a half decades, this one-of-a-kind event has showcased world champions including 6-time WTEC and 11-time PRCA World Champion Trevor Brazile leading a cast of ProRodeo’s most elite cowboys competing in the most unique event in rodeo – the Wrangler Timed Event Championship (WTEC).

The WTEC always features twenty of the world’s best cowboys in the Professional Rodeo Cowboys Association (PRCA) competing in pro rodeo’s most unique event that is often referred to as “The Ironman” — it is a true test of versatility and stamina. Each contestant is required to compete in all five timed events: tie-down roping, steer roping, heading, heeling and steer wrestling – over five rounds in three days. Each round of competition features excitement with the leaders changing after every run, with only seconds separating them. The champion isn’t determined until the last rope is thrown, the flag is dropped and the clock has stopped.

The Wrangler Timed Event Championship was developed by the Lazy E in 1985 to determine the best all-around timed event cowboy in the world — the man who could stand out in more than his specialty event, the man who could be consistent in all five timed events. The majority of today’s professional rodeo cowboys no longer compete in multiple events, but specialize in one, possibly two. This event attracts the biggest names in the rodeo industry that correlates into 42 World Championship titles, in addition to thousands of fans representing 48 states from across the country! Some of the cowboys scheduled to compete against defending champion Brazile for the \$150,000.00 purse include: World Champions Chad Masters, Steve Duhon, and Rope Myers; 2005 PRCA All Around World Champion, Ryan Jarrett; Veteran World Champions Daniel Green, Jimmie Cooper, K.C. Jones and Paul Tierney; and 3-Time PRCA Runner-Up World Champion All-Around, Josh Peek.

Families will enjoy all of the activities planned for the performances. VIP ticket prices are \$37...Box Seats \$30...Reserved Bleachers \$25...and General Admission \$20. Children 10 and under FREE in general admission thanks to KWTN News 9. Group and multiple performance discounts are also available...call (800) 595-RIDE for complete details. A portion of the proceeds from the 2010 Wrangler Timed Event Championship will be donated to the National Cowboy and Western Heritage Museum in Oklahoma City. The Lazy E is proud to support this institution for western preservation!

Tickets are available at all ticketmaster outlets, www.lazye.com, calling Ticketmaster (800) 745-3000 or by calling the Lazy E Arena directly at (800) 595-RIDE.

New in 2010, the Wrangler Timed Event Championship will be filmed and aired as a special on RFD-TV's "Beyond Rodeo Show with Susie Dobbs". The WTEC is proud to be partners with "Beyond Rodeo" and RFD-TV. Original air dates for the 2010 WTEC will be **Wednesday, April 29th at 12:30PM Central and 10:30PM Central**. Be sure and tune into RFD-TV and catch the action of this years WTEC event! Also new this year, the Lazy E is proud to have the WTEC broadcasted live on numerous radio stations across the country and on the web at ProRodeoLive.com. As always, fans can also re-live all the runs at the WTEC on DVD by ordering the entire show from Rodeo Video – don't miss a run of your favorite WTEC competitor at Rodeo Video.

The 2010 Wrangler Timed Event Championship is sponsored by Wrangler in conjunction with, Ariat Boots, Priefert Ranch & Rodeo Equipment, Jack Daniels, Cross Bar Gallery, Dodge, Relentless Ropes by Cactus, John Vance Motors, Coca-Cola, Cinderella Horses.com, Corona Light, R.K. Black, Inc., Gist Silversmiths, Spin to Win Magazine, Cactus Saddlery, Hot Heels, Clear Channel Radio, The Oklahoman, Shorty's Caboy Hattery, CSI Saddlepads, the Best Western Edmond, and the Fairfield Inn & Suites – Edmond.

The 2010 Wrangler Timed Event Championship is a Lazy E Production. For more information on the Wrangler Timed Event Championship or other Lazy E events, contact the Lazy E Arena, 9600 Lazy E Drive, Guthrie, OK 73044, (405) 282-RIDE, (800) 595-RIDE or visit www.lazye.com.

2010 Invited Contestants

- | | | |
|-----|------------------------|-----------------|
| 1. | TREVOR BRAZILE | Decatur, TX |
| 2. | DANIEL GREEN | Oakdale, CA |
| 3. | JIMMIE COOPER | Monument, NM |
| 4. | JOSH PEEK | Pueblo, CO |
| 5. | KYLE LOCKETT | Visalia, CA |
| 6. | BEAU FRANZEN | Sidney, MT |
| 7. | CHANCE KELTON | Mayer, AZ |
| 8. | RHETT KENNEDY | Chowchilla, CA |
| 9. | K.C. JONES | Burlington, WY |
| 10. | BRETT FLEMING | Worden, MT |
| 11. | CHAD MASTERS | Clarksville, TN |
| 12. | STEVE DUHON | Sonora, TX |
| 13. | PAUL TIERNEY | Oral, SD |
| 14. | JOJO LEMOND | Andrews, TX |
| 15. | CASH MYERS | Athens, TX |
| 16. | ROPE MYERS | Van, TX |
| 17. | JIM ROSS COOPER | Monument, NM |
| 18. | RUSSELL CARDOZA | Farmington, CA |
| 19. | K.C. JONES | Decatur, TX |
| 20. | BRYCE DAVIS | Abilene, TX |

L A Z Y  A R E N A

###