

For Immediate Release



**Casa Ford Tuff Hedeman Bull Riding Returns To El Paso In 2023
Tickets On Sale Now For February 4th Show**

Tweet It: #TuffHedeman bull riding is back at @Elpasocoliseum on Saturday February 4, 2023! 24 professional bull riders will ride it out for a share of the \$30,000 prize money! Tickets on sale now at the El Paso County Coliseum or Ticketmaster.com starting at \$25.

(EL PASO, TX.) December 21, 2022 - The annual Tuff Hedeman Bull Riding Tour is back in El Paso for one night only at the El Paso County Coliseum. The family friendly Tuff Hedeman Bull Riding will take place on Saturday, February 4, 2023, at 8:00 pm.

Top ranked bull riders will compete in a sudden death three round chance to win prize packages worth \$30,000. The two-hour action-packed show will highlight some of the world's most skilled bull riding athletes including top ranked bull riders of the Professional Rodeo Cowboys Association, National Finals Rodeo, and bull riding only organizations.

"We love to come to El Paso so early in the season, where we are excited to showcase the young up and coming bull riders pitted against the proven champions. We for sure will have great guys and great bulls here, but if you look up bull riding fans in the dictionary, there is a picture of ya'll - our El Paso crowd, no better fans than in El Paso," said El Paso native Tuff Hedeman as he opened the show in 2022.

In addition, we will have the bull team competition where the top bulls on the circuits today will be bucking it out for their share of 30,000. We look forward to interacting with fans throughout the weekend and it has been incredible to watch this event grow over the years," added Hedeman.

"Riding bulls professionally costs money not just to enter but travel expenses stack up quick and at my bull ridings if you ride a bull, you get a paycheck and that can make or break a bull rider's goals early in the season."

In addition to the bull riding action NFR barrel man and entertainer Cody Sosebee will be roaming the arena entertaining and giving out prizes. Cowboy protection for the bull riders will be bullfighters Brody Smith and Mike Driver.

Hedeman was a founding member of the PBR (Professional Bull Riding Inc.) and has been at the helm of bull riding organizations for over 35 years. He is a 4-time World Champion bull rider, Pro Rodeo Hall of Famer and one of the most notable cowboys in the world! In 2017, he founded the national Tuff Hedeman Bull Riding Tour. The tour event is an invitation only for the bull riders to compete and the only way to get a back number is to get a call from Tuff Hedeman.

The doors will open at 6:30 p.m. for ticket holders to enjoy food, beverages, shopping and more. The event begins at 8:00 p.m.

EVENT LOCATION: El Paso County Coliseum, 4100 E Paisano Dr, El Paso, TX 79905

TICKETS: Available online at Ticketmaster.com the event center box office address above.

For more information, please contact: Rave Marketing & Events/ events@ravemarketing.com