



GLOBE LIFE FIELD BECOMES NEW HOME FOR THE AMERICAN RODEO

*Teton Ridge's 2023 The American Rodeo Celebrates 10th Anniversary March 8-11
with marquee events, star-studded music and Western culture celebrations*

ARLINGTON, Texas (August 30, 2022) – Today, [Teton Ridge](#), a wholly American-owned brand and media company devoted to elevating the iconic American western way of life and western sports, is proud to announce that [The American Rodeo](#) will make Globe Life Field in Arlington, Texas its new home on March 8-11, 2023.

At Globe Life Field, rodeo fans and athletes will be immersed in arena-wide action and can enjoy a multitude of entertainment offerings. Events will include *The American Contender Tournament Finals*, *Contender Tournament Wild Card*, [The American Performance Horseman](#), star-studded music, a western festival experience and more. For competitors, Globe Life Field provides them with an unprecedented platform to showcase 8 rodeo disciplines, including bareback, saddle bronc, barrel racing, breakaway roping, tie-down roping, team roping, steer wrestling and bull riding. The American Rodeo will debut a competitive exhibition - *The American Performance Horseman* – on Friday, March 10, 2023, at Globe Life Field to execute an additional three western equine sport disciplines: reining, cow horse and cutting.

“This move to Globe Life Field is focused on providing fans and athletes a genuinely immersive, never-been-done western sports and culture celebration at one, world-class location,” said Joe Loverro, President of Teton Ridge Sports. “Since acquiring The American Rodeo last year, our ambition at Teton Ridge has been to elevate western sports to a national stage and build out this iconic event to live up to its namesake as The Crown Jewel of Rodeo. We are thrilled to work with our incredible partners at the City of Arlington, the Arlington Convention and Visitors Bureau, and Globe Life Field as we celebrate the event’s 10th anniversary.”

The American Rodeo is a true open competition format bringing together top professional rodeo champions and every day, hardworking cowboys and cowgirls from across the country. With more opportunities to win money throughout the series, top competitors will make it to three Regional Finals events in February 2023 in Heber, Utah; Tulsa, Okla. and Lexington, KY. The top qualifiers from each region will make it to The American Rodeo, a high-stakes showdown with a \$1 million bonus that will crown the finest talent the western sports world has to offer.

Globe Life Field, a world-class multipurpose sports and entertainment venue, was built as a public-private partnership between the City of Arlington and the Texas Rangers, who made the venue their home stadium in 2020. Measuring at 1.8 million square feet with a 5.5-acre retractable roof, Globe Life Field hosts numerous large-scale national and regional sports and entertainment events throughout the year. It has the distinctive capabilities to allow for *The Crown Jewel of Rodeo*[™] to have a single, landmark destination over a days-long celebration of Western sports and culture.

“Globe Life Field was designed to host major groundbreaking events, and The American Rodeo encompasses exactly that. Not only does Teton Ridge produce world-class events showcasing the western lifestyle, they are also dedicated to bringing another level of entertainment to the rodeo,” said Sean Decker, President of REV Entertainment. “Our goal is to fill the calendar with thrilling events that bring new fans to Globe Life Field, and this event will not only bring rodeo enthusiasts to the area but also entertainment seekers as well. I am eager to see this facility transformed into a rodeo arena once again and am honored to host the Teton Ridge team in bringing this event to Globe Life Field in 2023.’

“Rodeo fans who’ll be visiting Arlington from across the nation to cheer on professional cowboys and cowgirls in this high-stakes showdown are in for a truly fantastic experience at our world-class Globe Life Field. We are delighted that Teton Ridge has chosen to keep The American Rodeo in the city of Arlington, The American Dream City,” said Arlington Mayor Jim Ross.

Ticketing information, headlining musical talent and on-sale will be announced in fall of 2022. For more information on The American Rodeo, visit www.americanrodeo.com.

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About The American Rodeo:

Hailed as *The Crown Jewel of Rodeo*[™], The American Rodeo is an unrivaled celebration of the pioneering spirit of the American West. The national sporting event offers fans a unique choice - to cheer on Western sports’ finest, champion athletes, or root for the underdog “Contenders” chasing a \$1 million bonus – through every rodeo, roping and riding effort. For the first time ever, a new competitive exhibition called The American Performance Horseman brings together the Western equine sports disciplines of reining, reined cow and cutting for a \$1 million prize. All combined with star-studded music, a Western festival and more. Acquired by Teton Ridge in 2021, The American Rodeo is an annual Western sports and entertainment celebration that matches professional rodeo’s top athletes against the world’s most aspirational cowboys and cowgirls, who have put up their own money to bet on themselves in this high stake’s showdown. For more information on The American Rodeo, please visit americanrodeo.com or [@TheAmerican.TR](https://www.instagram.com/TheAmerican.TR) on Instagram [@TheAmericanTR](https://www.facebook.com/TheAmericanTR) on Facebook and Twitter.

About Teton Ridge:

Teton Ridge is a multi-platform, wholly American-owned brand and media company devoted to the iconic American Western way of life and Western sports. Teton Ridge’s Sports division was created with the singular focus of elevating classic Western sports and America’s Western culture on the world stage, while broadening audiences around the globe as well as at home. In 2021, Teton Ridge acquired The American, the iconic event of the rodeo circuit, to continue to expand the audiences for rodeo sports and make it the world’s premier Western culture event. For more information about Teton Ridge, please visit tetonridge.com or [@tetonridge](https://www.instagram.com/tetonridge) on Instagram [@tetonridgeusa](https://www.facebook.com/tetonridgeusa) on Facebook.