



## **Five-Time Entertainer of the Year Luke Bryan Headlines Friday Night Entertainment & Sports Line Up at The American Western Weekend March 8-9, 2024**

*Tickets On Sale Wednesday, December 6 at 10 a.m. CST for  
The American Performance Horseman and The American Rodeo at Globe Life Field*

*Luke Bryan Announcement Video (Courtesy Teton Ridge): [Click here to download](#)  
Electronic Press Kit B-Roll & Photos (Courtesy Teton Ridge): [Click here to download](#)*

**ARLINGTON, Tex. (November 30, 2023)** - [The American Western Weekend](#), a national sporting event and unrivaled celebration of the pioneering spirit of the American West owned by Teton Ridge, announced today a partial lineup of world-class entertainment for the weekend's cornerstone events -[The American Performance Horseman](#) and [The American Rodeo](#) March 8-9, 2023 at Globe Life Field in Arlington, Texas.

Entering its second year, the legendary cowboy sports of cutting, reining and reined cow horse will be showcased by the best equine and human athletes on the biggest stage with the largest prize purse in history on Friday, March 8. Fans attending The American Performance Horseman will be treated to a spectacular live music performance from five-time Entertainer of the Year, country music artist [Luke Bryan](#).

Tickets for The American Western Weekend go on sale Wednesday, Dec. 6 at 10 a.m. CST, starting at \$30, and can be purchased at [www.axs.com/americanrodeo](http://www.axs.com/americanrodeo). Performance tickets cannot be purchased separately.

During his career, Luke Bryan has amassed a total of 21.7 billion global streams, 11.5 million global album sales and 52 million track sales worldwide. Having placed 30 singles at #1 and accumulated 56 total weeks spent at #1 in his career, Luke was recently presented with the SoundExchange Hall of Fame Award in recognition of his standing as one of the most streamed artists in its 20-year history.

His headline concert tours have played sold-out shows for millions upon millions of fans inclusive of nearly 40 stadium concerts, farm tours, spring break shows, and eight sold-out 'Crash My Playa' destination concert events. At Luke's recent sold-out Bridgestone concert- his sixth consecutive- it was touted, the

***"Key to his success as one of country music's foremost ambassadors for more than a decade has been his long-perfected onstage blend of lovable goofball, sultry swagger and positive attitude." - Billboard***

The country music superstar has won more than 50 major music awards including five wins as Entertainer of the Year. Additional awards include six recognitions as a CMT Artist of the Year, NSAI



Artist/Songwriter of the Year, the first-ever recipient of the ACM Album of the Decade Award for Crash My Party, seven CMT Music Awards, five Billboard Music Awards, and four American Music Awards—as well as being named Billboard’s Top Country Artist of the 2010s, the Most Heard Artist of the Decade by Country Aircheck, and the Artist Humanitarian Recipient by the Country Radio Broadcasters.

Featuring the Top 5 professionals from the National Reined Cow Horse Association (NRCHA), National Cutting Horse Association (NCHA) and National Reining Horse Association (NRHA) standings, the first-of-its-kind competitive exhibition format created by Teton Ridge, fuses the elements of history and competition in an ode to the past, present, and future of western performance horse sports.

***“The top performance horses are sliding into home plate at Globe Life Field in Arlington, Texas. These are elite athletes, trained, specialized to be absolutely perfect.” –FOX & Friends***

The weekend of western sports and entertainment continues on Saturday night, March 9, with nonstop action at The American Rodeo, the biggest single-day rodeo payout in the world. Additional musical performances throughout the weekend will be announced soon.

The American Rodeo, acquired in 2021 by Teton Ridge – the first omnichannel company comprised of a portfolio of brands focused on multiple facets of the American West, features competitors in all eight traditional rodeo disciplines – barrel racing, breakaway roping, steer wrestling, team roping, tie down roping, bareback riding, saddle bronc and bull riding.

For fans wanting to make this one-of-a-kind weekend even more memorable, VIP tickets are available for purchase. Guests can enjoy premium seating closest to the action, behind-the-scenes tours and much more. For more information or to purchase VIP tickets and premium experiences, eventgoers can visit [www.axs.com/americanrodeo](http://www.axs.com/americanrodeo). Parking options and details for attendees can be found at [www.globelifefield.com/parking](http://www.globelifefield.com/parking).

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**About The American Western Weekend:**

The American Western Weekend March 8<sup>th</sup> & 9<sup>th</sup>, 2024 at Globe Life Field in Arlington, Texas features action-packed entertainment, world-class talent and western sports that culminates with 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. Added to the festival line-up in 2023, The American Performance Horseman brings together the western equine sports disciplines of reining, reined cow horse and cutting for a \$1 million prize. All combined with star-studded music, a western festival and more. For more information on The American Western Weekend, please visit [americanrodeo.com](http://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 the first omnichannel Western lifestyle and entertainment company that brings the best the American West has to offer, altogether in one place. Teton Ridge brings audiences and businesses together through content, products and experiences originating from the



great American West. Teton Ridge operates across several business lines including a 24/7 digital media network with [www.tetonridgeplus.com](http://www.tetonridgeplus.com) at the company's core; content production and distribution for scripted and non-scripted programming; print publishing through Cowboys & Indians magazine; fantasy gaming with Professional Fantasy Rodeo; apparel and fashion including Hyer Boots; western sports experiences with featured event The American Rodeo, ownership of the Arizona Ridge Riders Professional Bull Riding team, and Rodeo Vegas, the premier after-party of National Finals Rodeo; an exceptional American Quarter Horse breeding and training program informed by technology-leading equine genetics from Etalon Diagnostics; and a dedicated commitment to youth and indigenous-focused initiatives. For more information about Teton Ridge, please visit [tetonridge.com](http://tetonridge.com) or [@tetonridge](#) on Instagram [@tetonridgeusa](#) on Facebook.