

## Pro Rodeo Canada



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Pro Rodeo Canada  
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### **Pro Rodeo Canada Appoints National Director of Sales**

Shannon McCarthy, a former Miss Rodeo Canada, has been named National Director of Sales for Pro Rodeo Canada.

The announcement was made by General Manager, Dan Eddy. The move was the latest in the restructuring program that has been undertaken in recent months by Eddy and the Pro Rodeo Canada Board of Directors and is part of the organization's commitment to exceptional customer service and value for all of its corporate sponsors and marketing partners.

"We're excited to welcome Shannon to our Pro Rodeo Canada team," Eddy stated. "In addition to the tremendous job she did as an ambassador of the sport during her reign as Miss Rodeo Canada, she has a strong background in ranching, rodeo and award winning sales.

McCarthy, whose grandfather, Peter Welsh, was a 1999 inductee into the Canadian Pro Rodeo Hall of Fame in the Builder category, was clear in stating her enthusiasm for the new job and the challenges it brings.

"I've always had a passion for rodeo," she declared, "and I look forward to being part of developing and growing the sport by solidifying and expanding existing relationships and establishing new ones."

Eddy sees the new addition to the leadership team as a vital part of Pro Rodeo Canada's vision and goal to take the sport to the next level and eventually to its rightful place in the hierarchy of Canadian professional sport. "That can only happen if we are dedicated to providing the highest standard of customer service to our members and ensuring that our members, rodeo committees and suppliers are treated as valued customers and remain our highest priority."

McCarthy has been quick to tackle the job at hand, a position that will see her completing sponsorship and revenue proposals, drafting sponsorship contracts, making daily outbound sales, prospecting and establishing new accounts.

"One of Shannon's key areas of responsibility will be in her role as Pro Rodeo Canada's sponsor liaison to ensure relationships are cultivated and our sponsors are exceeding ROI (return on investment) expectations that were promised contractually," Eddy continued. "We look forward to her leadership and direction in all aspects of identifying, planning, coordinating, monitoring and executing the sales and marketing goals and strategies for Pro Rodeo Canada."

"I look forward to chatting with old friends and associates as well as anyone seeking an opportunity to become involved with a vibrant, exciting, and progressive sports organization as we move forward in the months and years ahead," McCarthy concluded.

**About Pro Rodeo Canada:** Pro Rodeo Canada, with its headquarters in Airdrie, Alberta, is the sanctioning body for professional rodeo in Canada. The organization endorses over 50 events annually with a total payout exceeding \$5.1 million. Join us for the 42nd edition of the Canadian Finals Rodeo (CFR) November 11<sup>th</sup>-15th, 2015 in Edmonton, Alberta at Rexall Place, our association's premiere event. For more information please visit [RodeoCanada.com](http://RodeoCanada.com) or call (403) 945-0903. Follow us on [Twitter](#), or like our page on [Facebook](#), and watch the action on [YouTube](#) throughout the year.