



THE ROAD TO THE NFR goes through WINDOW ROCK, ARIZONA



+ HOME OF THE +

Navajo



Pro Rodeo

DINE BIKEYAH

@Navajo Nation Fairgrounds
Window Rock, Arizona



CERVI CHAMPIONSHIP RODEO

Friday **MAY 31**

+ 8 AM SLACK + FREE
+ 7 PM PERFORMANCE



BOYD POLHAMUS

23x NFR Announcer
4X PRCA & 3X WPRA Announcer of the Year

Saturday **JUNE 1**

+ 9 AM STEER ROPING
+ 7 PM PERFORMANCE



FOOD & ARTISAN VENDORS

Sunday **JUNE 2**

+ 7 PM PERFORMANCE



CARNIVAL

ADMISSION

Adult \$20 + Children \$15

PARKING \$10

SLACK Free



STEER ROPING

First time on the Navajo Nation



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Join us after the Rodeo



COUNTRY WESTERN DANCES



The Navajo Nation **DR. BUU NYGREN** *PRESIDENT*
Yideeskáadi Nitsáhákees **RICHELLE MONTOYA** *VICE PRESIDENT*

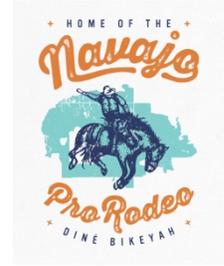
PRESS RELEASE

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Champion PRCA Rodeo Contestants Gear Up for Upcoming Home of the Navajo Rodeo in Window Rock

Among the stellar lineup of contestants are 2023 World Champion Bareback Rider Keenan Hayes, the renowned Saddle Bronc's Wright Brothers, Breakaway World Champion Jackie Crawford, Tie Down former World Champion Tuf Cooper, and Sheri Cervi, a former World Champion Barrel Racer.

Window Rock, Arizona – May 06, 2024 –The “Home of the Navajo” (*Diné Bikeyah*) PRCA Rodeo will feature great competition during its three-day event, which will be held May 31—June 2, 2024, at the Dean C. Jackson Arena.

Navajo Nation Rodeo enthusiasts can look forward to witnessing top Navajo Professional contestants stellar in the PRCA and the Women’s Professional Rodeo Association (WPRA) competing alongside some of the best in pro rodeo, all vying for a coveted spot at the 2024 Wrangler National Finals Rodeo in Las Vegas.

This year's competition, set to be fierce and exciting, will be marked by the debut of the Cervi Rodeo Company as the Home of the Navajo Rodeo producers. Nearly 500 contestants will vie for victory in the Navajo pro rodeo.

Mike Halona, Executive Director of the Division of Natural Resources, stated, "We are excited to share that the decision to reschedule the Navajo Nation PRCA rodeo from its traditional Fourth of July weekend slot has proven successful in attracting top PRCA rodeo contestants and assembling an outstanding lineup of Professional Cowboys and Cowgirls. The upcoming competition promises to be thrilling, with a dedicated spotlight on Navajo contestants striving for coveted positions in the prestigious 2024 Wrangler National Finals Rodeo.

Our collaboration with the seasoned rodeo production company, Cervi Championship Rodeo, speaks volumes about our unwavering commitment to delivering a show of exceptional quality."

Binion Cervi, Executive Director of the Cervi Rodeo Company, shared his excitement, “The Navajo Diné Bikeyah PRCA Rodeo is going to have the biggest and most impressive lineup of contestants and livestock Window Rock has ever seen. He added, “World Champion contestants

and livestock will be featured in every performance, and we are honored to be there for the first time in our company's history!"

Cervi continued, "The last stop these world-class animal athletes performed was at Rodeo Houston, and they have been resting up to perform next in Window Rock! This truly will be an event that no one will forget about for years to come!"

Among the Home of the Navajo PRCA contestants are the impressive 2023 World Champion Bareback Rider Keenan Hayes and the two-time WNFR qualifier and fan favorite Rocker Steiner: the Wright Brothers, Spencer, Ryder, and Rusty and Navajo Saddle Bronc Rider Creighton Curley, 2018 INFR World Champion. Bull Riding will see the 2023 WNFR Reserve World Champion Josh Frost face off against the Navajo Nation's own Cody Jesus, a member of the 2023 PBR World Champion Texas Rattlers, and the 2023 PRCA Turquoise Circuit Champion along with 2023 INFR World Champion JaCauy Hale.

The time events promise to be just as competitive. In the tie-down roping, former WNFR World Champion Tuf Cooper, along with 2023 WNFR Qualifier Trevor Hale. The team roping brings the Navajo Champions, WNFR World Champions Erich Rogers and Aaron Tsingine, and 2023 WNFR Average Champion Derrick Begay, INFR World Champion All Around Cowboy Hiyo Yazzie, along with WNFR World Champion Cory Petska, and two-time WNFR World Champion Walt Woodard. In the Steer Wrestling, Navajo Champions include Micheal Bates, Rooster Yazzie, and veteran Hollis Jodie.

The Women's events will see the best in the breakaway roping competition with the Navajo Nation's own Danielle Lowman, who is currently sitting second in the 2024 PRCA Breakaway roping competition, former INFR World Champion Breakaway Roper Bailey Bates, and Kassidy Dennison, and Janae Todacheenie, 2023 INFR world champion breakaway rope will go head-to-head with the likes of the 2023 WNFR Breakaway World Champion Jackie Crawford. The Ladies Barrel Racing will bring a multi-year former WNFR World Champion Sheri Cervi, Navajo PRCA contestant Tara Seaton, and 2014 WNFR Qualifier Kassidy Dennison.

But that's not all. For the first time in Navajo PRCA rodeo history, the Home of the Navajo PRCA rodeo will feature a steer roping competition. Contestants include Tuf Cooper, Erich Rogers, and Derrick Begay.

The "Home of the Navajo" PRCA Rodeo will highlight contestants' talents, pay tribute to Navajo Veterans, and showcase the diverse aspects of Navajo culture, from jewelry and traditional clothing to stunning landscapes, presented by the Navajo Nation Tourism Department.

Whether you're cheering for the Navajo champions, rooting for your favorite cowboys and cowgirls, or simply in love with the sport, this rodeo is a can't-miss cultural festivity. Each night kicks off at 7:00 p.m., with tickets priced at \$20 and a \$10 parking fee, making it the perfect outing for families, friends, and die-hard rodeo enthusiasts.

Amidst the thrilling rodeo performances, prepare for an array of events! Delight in captivating community activities and explore a bustling marketplace showcasing talented Native vendors and foods the Navajo Nation Division of Economic Development curated. And that's not all—brace yourself for two unforgettable evenings of country and western dance, pulsating with the irresistible beats of the renowned Byron Ramone Band and Stateline. As the Frazier carnival joins the festivities, the air will be excited, making this rodeo experience truly unforgettable.

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