



LETHBRIDGE-ALBERTA  
**WHOOP-UP  
DAYS**

**AUG. 22-26**

**WHOOPUPDAYS.CA**

**2023**

# WHERE OUR COMMUNITY COMES TOGETHER

## As summer winds down, we're just getting started.

Whoop-Up Days is where our community comes together to celebrate, experience, eat, laugh, and ride. Where the midway lights brighten up the southern sky, where the authentic west still runs wild, where cultures come together and memories are made.

We're more than just your fair – we're your community.

## FREE ADMISSION FUELLED BY GAS KING



**Gas King is once again driving efforts to support Southern Alberta, stepping up as the official admission partner for Whoop-Up Days.**

Gas King's commitment means it's easier than ever for attendees to experience all that Whoop-Up Days has to offer, including the Whoop-Up Days Parade; West Coast Amusements Midway; the Siksikaitsitapi Pow Wow and Princess Pageant; live music; Global Pet Foods' SuperDogs; the Whoop-Up Days marketplace; food trucks; entertainment; beer gardens and much more.

## LOCATED IN THE NEW AGRI-FOOD HUB & TRADE CENTRE

Located in the new Agri-food Hub & Trade Centre the 268,000 square foot Agri-food Hub & Trade Centre will serve as a community hub and economic driver of growth for Alberta's agriculture sector.

Now open, the venue offers unmatched event experiences with 104,000 square feet of trade show space across four exhibition halls, bookable hosting space for conventions, sporting and entertainment events, banquets, conferences and more.

From agricultural trade to corporate meetings and milestone celebrations, the Agri-food Hub & Trade Centre is ready to host your next event.

# KNOW BEFORE YOU GO

## DATES, HOURS & LOCATION

### Whoop-Up Days

August 22 | 12 PM – 11 PM

August 23 | 1 PM – 11 PM

August 24 | 1 PM – 11 PM

August 25 | 1 PM – 11 PM

August 26 | 1 PM – 11 PM

### Lethbridge & District Pro Rodeo

August 24 | 7 PM

GATES OPEN: 6 PM

August 25 | 7 PM

GATES OPEN: 6 PM

August 26 | 7 PM

GATES OPEN: 6 PM

### Where:

Lethbridge & District Exhibition & the new Agri-food Hub & Trade Centre

## PARKING

**On-site parking for Whoop-Up Days is free, but extremely limited**, so visitors are encouraged to use public transit, ride shares, e-scooters or bikes, carpool, or take advantage of the drop-off loop located at the north side of the Agri-food Hub & Trade Centre.

## PLAN YOUR VISIT

Due to the nature of an outdoor event, please be sure to prepare for the weather. We encourage guests to dress in layers, stay hydrated and wear comfortable walking shoes.

Arrive early! Please plan accordingly for possible wait times as we process guests through the bag check and security.

### GETTING HERE

Free on-site parking is very limited and will be offered in the north parking lot only, accessible via the Parkside Dr. S and 34 St S intersection. Parking will be honoured on a first-come, first-served basis.

Guests are encouraged to consider alternative transportation such as ride-sharing, taxi or Uber services, Lethbridge Transit or e-scooters and e-bikes.

### LETHBRIDGE TRANSIT

Several bus stops are located within a short walk of the north or south entry gates. We encourage guests to use the City of Lethbridge Orange Line.

For additional information, or to access myRide Trip Planner, please visit the City of Lethbridge website.

### ENTRY GATES

Two main entry points are located at the north and south sides of the Lethbridge & District Exhibition campus. Please refer to the map for more information.

### SECURITY

Lethbridge & District Exhibition is dedicated to the protection and safety of our guests, artists, vendors and staff. Security measures have been implemented which include bag check stations security screening. All persons, bags, parcels, clothing and other items may be subject to screening or security checks.

If you are bringing a bag, please pack along only what's needed and ensure you have read through the TERMS OF ENTRY at [WhoopUpDays.ca](http://WhoopUpDays.ca) in advance.

Non-permitted items should be kept at home, stored in your vehicle, or can be voluntarily surrendered at the entrance.

# CAMPUS MAP



FUELLED BY  
  
**GasKing**

**DON'T MISS THE SATURDAY FIREWORKS FINALE**

PRESENTED BY



WEALTH



# TUESDAY, AUGUST 22

9 AM

Parade | Downtown Lethbridge

12 PM

Gates Open | Morning to Midway



Wildlife Festival, Living Dragons | Salon A until 8 PM



Marketplace | KB Hall & Hall C until 8 PM



Midway Rides | Food Trucks | Jumbo Ears until 11 PM



Beer Gardens until 11 PM



1 PM

Siksikaitstapi Princess Pageant | UFA Hall until 5 PM



PRINCESS PAGEANT

2 PM

Global Pet Foods SuperDogs | Midway



4 PM

Global Pet Foods SuperDogs | Midway



5 PM

Blood Tribe Ag Society Rodeo Series Finals | Grandstand

6 PM

Global Pet Foods SuperDogs | Midway



Ride Giveaway | Midway until 7 PM



8 PM

Global Pet Foods SuperDogs | Midway



# WEDNESDAY, AUGUST 23

**1 PM**

Gates Open

Wildlife Festival, Living Dragons | Salon A until 8 PM



Marketplace | KB Hall & Hall C until 8 PM



Midway Rides | Food Trucks | Jumbo Ears until 11 PM



Beer Gardens until 11 PM



**2 PM**

Siksikaitstapi Pow Wow | UFA Hall until 7 PM



Global Pet Foods SuperDogs | Midway



Blood Tribe Ag Society Rodeo Series Finals | Grandstand

**4 PM**

Global Pet Foods SuperDogs | Midway



**6 PM**

Global Pet Foods SuperDogs | Midway



Ride Giveaway | Midway until 7 PM



**8 PM**

Global Pet Foods SuperDogs | Midway



# THURSDAY, AUGUST 24

1 PM

Gates Open

Wildlife Festival, Living Dragons | Salon A until 8 PM



Marketplace | KB Hall & Hall C until 8 PM



Midway Rides | Food Trucks | Jumbo Ears until 11 PM



Beer Gardens until 11 PM



Original 16 Stage: Blackfoot Confederacy ft. WinterCount Productions  ORIGINAL 16 STAGE

2 PM

Siksikaitstapi Pow Wow | UFA Hall until 7 PM



Global Pet Foods SuperDogs | Midway



3 PM

Original 16 Stage | On-Stage until 5 PM



 ORIGINAL 16 STAGE

4 PM

Global Pet Foods SuperDogs | Midway



6 PM

Original 16 Stage: Tyson Ray Borsboom  ORIGINAL 16 STAGE

Global Pet Foods SuperDogs | Midway



Ride Giveaway | Midway until 7 PM



Lethbridge & District Pro Rodeo | Gates Open, South Midway



7 PM

Lethbridge & District Pro Rodeo & Relay Races | Grandstand

7:30 PM

Original 16 Stage: Tube Dog  ORIGINAL 16 STAGE

8 PM

Global Pet Foods SuperDogs | Midway



9 PM

Original 16 Stage: Shaela Miller  ORIGINAL 16 STAGE

11 PM

Original 16 Stage: The New Testaments  ORIGINAL 16 STAGE

# FRIDAY, AUGUST 25

1 PM

Gates Open

Wildlife Festival, Living Dragons | Salon A until 8 PM



Marketplace | KB Hall & Hall C until 8 PM



Midway Rides | Food Trucks | Jumbo Ears until 11 PM



Beer Gardens until 11 PM



Original 16 Stage: Blackfoot Confederacy ft. WinterCount Productions  ORIGINAL 16 STAGE

2 PM

Global Pet Foods SuperDogs | Midway



3:30 PM

Original 16 Stage | On-Stage until 5 PM



 ORIGINAL 16 STAGE

4 PM

Global Pet Foods SuperDogs | Midway



6 PM

Original 16 Stage: Bailey Kate  ORIGINAL 16 STAGE

Global Pet Foods SuperDogs | Midway



Ride Giveaway | Midway until 7 PM



Lethbridge & District Pro Rodeo | Gates Open, South Midway



7 PM

Lethbridge & District Pro Rodeo & Relay Races | Grandstand

Pure Power Wrestling: Hot Summer Night | UFA Hall until 9 PM



7:30 PM

Original 16 Stage: Tyler Moulton  ORIGINAL 16 STAGE

8 PM

Global Pet Foods SuperDogs | Midway



9 PM

Original 16 Stage: Armond Duck Chief  ORIGINAL 16 STAGE

11 PM

Original 16 Stage: The New Testaments  ORIGINAL 16 STAGE



# SATURDAY, AUGUST 25

1 PM

Gates Open

Wildlife Festival, Living Dragons | Salon A until 8 PM



Marketplace | KB Hall & Hall C until 8 PM



Midway Rides | Food Trucks | Jumbo Ears | Until 11 PM



Beer Gardens | Until 11 PM



Original 16 Stage: Blackfoot Confederacy ft. WinterCount Productions  ORIGINAL 16 STAGE

2 PM

Global Pet Foods SuperDogs | Midway



3:30 PM

Original 16 Stage | On-Stage until 5 PM



 ORIGINAL 16 STAGE

4 PM

Global Pet Foods SuperDogs | Midway



6 PM

Original 16 Stage: RebelsAngels 50s  ORIGINAL 16 STAGE

Global Pet Foods SuperDogs | Midway



Ride Giveaway | Midway until 7 PM



Lethbridge & District Pro Rodeo | Gates Open, South Midway



7 PM

Lethbridge & District Pro Rodeo & Relay Races | Grandstand

7:30 PM

Original 16 Stage: The Cody Hall Band  ORIGINAL 16 STAGE

8 PM

Global Pet Foods SuperDogs | Midway



9 PM

Original 16 Stage: T Buckley  ORIGINAL 16 STAGE

11 PM

Original 16 Stage: The New Testaments  ORIGINAL 16 STAGE

Fireworks finale, presented by



Saturday Stage entertainment presented by **BLOWERS & GRAFTON**  
HALIFAX STREET FOOD + BAR

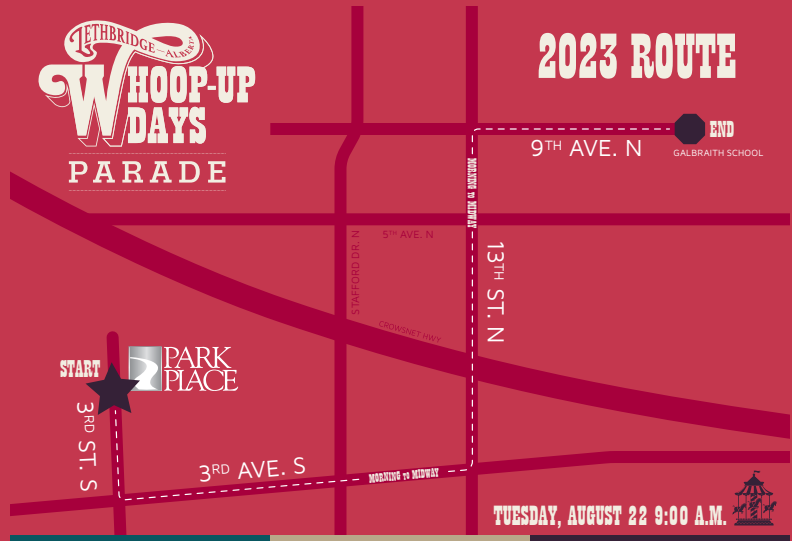
# PARADE

**TUESDAY, AUGUST 22 | 9 AM | STARTING AT PARK PLACE MALL**

The Whoop-Up Days Parade is the iconic start to Lethbridge's most popular and longest-running community fair. Showcasing the people, businesses, and organizations who call Lethbridge home, the parade is a celebration of the region's heritage and future.



**PARADE MARSHAL:** One of Canada's most successful singer-songwriters will be in a different type of spotlight on Aug. 22, as Corb Lund has been named 2023 Whoop-Up Days Parade Marshal. Through his award-winning music, Lund has promoted an authentic view of western culture, born from his time spent on ranches throughout Southern Alberta during his life.



**PARADE ROUTE:** Beginning at Park Place Mall, the traditional parade route travels south along 3rd Street South, east on 3rd Avenue South, north on 13th Street North, then east on 9th Avenue North, dispersing at Galbraith Elementary School.



When the parade ends, the fun continues. Morning to Midway kicks off Whoop-Up Days with the gates opening early on Tuesday, creating the opportunity for an all-day adventure. Be there as the midway opens at noon to get the week started in style.



**WHOO-UP  
DAYS**

# Marketplace

**OPEN DAILY UNTIL 8 PM | AGRI-FOOD HUB & TRADE CENTRE | KB HALL & HALL C**

Located in the heart of the new Agri-food Hub & Trade Centre, the Marketplace brings together local vendors for a one-of-a-kind shopping experience. Check out the incredible variety from amazing vendors.

AGRI-FOOD HUB & TRADE CENTRE

**NOW  
BOOKING**

**AGRIFOODHUB.CA**

NEW VENUE: AGRI-FOOD HUB & TRADE CENTRE

LETHBRIDGE & DISTRICT

# SIKSIKAITSI TAPI POW WOW

AUG. 23-24 · 2 PM · FREE ADMISSION  
WHOO-UP DAYS · LETHBRIDGE, AB

## HEAD STAFF

Pow Wow Coordinators  
Tobias Provost (Piikani)  
Eddie Wolf Child (Siksika)

Emcees  
Travis Plaited Hair (Kainai)  
Tony Delaney (Kainai)

Arena Directors  
Frank Sitting Eagle (Siksika)  
Troy Delaney (Kainai)

Head Dance Judge (men)  
Sheldon Scalplock Sr. (Siksika)

Head Dance Judge (women)  
Paula Weasel Head (Kainai)

Head Drum Judge  
David Spotted Eagle  
(Amskapi Piikani)

Tabulation  
C&T Tabulations

Sound  
Wasteste Sound

Over \$65,000 Prize Payouts

**Dance Contest**  
**Men's Buckskin – Open**  
1<sup>st</sup> \$800 | 2<sup>nd</sup> \$600 | 3<sup>rd</sup> \$400 | 4<sup>th</sup> \$200

**Golden Age 50+ Men** (Traditional, Fancy/Chicken/Grass Combined)  
**Golden Age 50+ Women** (Traditional, Fancy/Jingle Combined)  
1<sup>st</sup> \$800 | 2<sup>nd</sup> \$600 | 3<sup>rd</sup> \$400 | 4<sup>th</sup> \$200

**Adult Men – 18-49** (Traditional, Grass, Fancy, Chicken)  
**Adult Women – 18-49** (Traditional, Jingle, Fancy)  
1<sup>st</sup> \$800 | 2<sup>nd</sup> \$600 | 3<sup>rd</sup> \$400 | 4<sup>th</sup> \$200

**Teen Boys – 13-17** (Traditional, Grass, Fancy, Chicken)  
**Teen Girls – 13-17** (Traditional, Jingle, Fancy)  
1<sup>st</sup> \$400 | 2<sup>nd</sup> \$300 | 3<sup>rd</sup> \$200 | 4<sup>th</sup> \$100

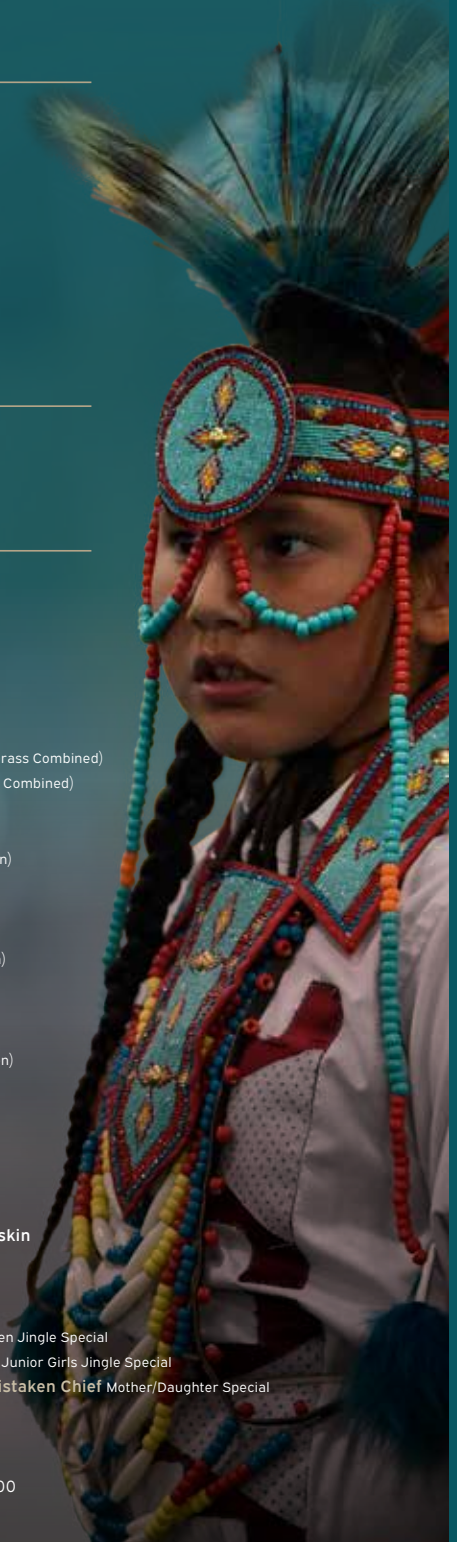
**Junior Boys – 7-12** (Traditional, Grass, Fancy, Chicken)  
**Junior Girls – 7-12** (Traditional, Jingle, Fancy)  
1<sup>st</sup> \$200 | 2<sup>nd</sup> \$150 | 3<sup>rd</sup> \$100 | 4<sup>th</sup> \$50

**Tiny Tots – 6 & under**

**Committee Specials**  
**Men:** Traditional, Grass, Fancy, Chicken, Buckskin  
**Women:** Traditional, Jingle, Fancy  
1<sup>st</sup> \$800 | 2<sup>nd</sup> - 5<sup>th</sup> \$100

Outgoing Senior Princess Taiann Devine Adult Women Jingle Special  
Outgoing Junior Princess Jarah Weasel Moccasin Junior Girls Jingle Special  
Outgoing Tiny Tot Princess Everleigh Dawn Aria Mistaken Chief Mother/Daughter Special

**Drum Contest**  
**Payouts**  
1<sup>st</sup> \$8,000 | 2<sup>nd</sup> \$6,000 | 3<sup>rd</sup> \$4,000 | 4<sup>th</sup> \$2,000



Siksikaitsitapi Princess Pageant  
contact: penny4wind@hotmail.com  
Aug. 22

Relay Races  
contact: btagsociety@hotmail.com  
Aug. 24-26

Marketplace  
contact: paulas@blackfootconfederacy.ca  
Aug. 23-24

Blood Tribe Ag Society Rodeo Series Finals  
contact: btagsociety@hotmail.com  
Aug. 22-23



WHOOUPUPDAYS.CA





Adult



Teen



Junior



Colourful celebrations and centuries of culture come alive at the Siksikaitsitapi Pow Wow and Princess Pageant. Presented in partnership with the Blackfoot Confederacy, dancers and drummers compete for cash prizes.

**Princess Pageant** | Aug. 22 1 PM – 5 PM | UFA Hall

**Siksikaitsitapi Pow Wow & Marketplace** | Aug. 23 & 24 2 PM – 7 PM | UFA Hall





**DAILY UNTIL 8 PM | AGRI-FOOD HUB & TRADE CENTRE | SALON A**

Dragons have captured humans' imaginations for thousands of years. Reptiles have many similarities to the mythical dragons. Have up close experiences with dragons, iguanas, snakes and more without the fire breathing. Explore the connections between the scaled beasts of stories and our own "Living Dragons!". Exhibit admission is by donation.



**FRIDAY, AUG. 25 | DOORS OPEN 6:30 PM BELL TIME 7 PM**  
**AGRI-FOOD HUB & TRADE CENTRE | UFA HALL**

The twists, flips, hits, and slams won't be contained to just the rodeo arena at this year's Whoop-Up Days. Instead, they'll be on full display as Pure Power Wrestling presents Hot Summer Night. Don't miss out as the PPW Heavyweight Title is on the line. Tickets available at King of Trade, Round Table Board Gamerie, Meadow Lane and [www.purepowerwrestling.ca](http://www.purepowerwrestling.ca).

**ADVANCE | \$15**

**At THE DOOR | \$20**



## DAILY UNTIL 11 PM

Going up, down, and all around, the West Coast Amusements Midway (WCA) creates adventures for all ages. Thrilling families for more than 60 years, WCA brings more than 30 rides to Whoop-Up Days, sure to satisfy all levels of thrill seekers.

**RIDE WRISTBANDS:** Wristbands are available for purchase at Lethbridge & District Exhibition and all Gas King Locations in Lethbridge and Picture Butte until Aug. 21.

**ADVANCE | \$45**

**REGULAR ON-SITE | \$55**



## DAILY AT 2 PM, 4 PM, 6 PM & 8 PM AT THE BIG STEEL BOX ARENA ON THE MIDWAY

Don't miss the high-flying, fast moving athleticism of this group of good boys and girls. There's a reason Global Pet Foods SuperDogs have been thrilling audiences for over 40 years. Catch this free show four times daily.



# MUSIC & BEER GARDENS

Gather, dance and celebrate under the midway lights, as live music returns to Whoop-Up Days. Featuring award-winning Southern Alberta artists, a beer garden, and family viewing area, this Whoop-Up Days party is not to be missed.

More than a dozen musical acts will hit the stage as Whoop-Up Days throws a free party under the midway lights on Aug. 24, 25 and 26.



## ORIGINAL 16 STAGE

	August 24	August 25	August 26
<b>1 PM</b>	Lance Tail Feathers	Breed of Society	Jax Running Rabbit
<b>2 PM</b>	Desert Orchid	Double Rider	Willy Big Bull
<b>3:30 PM</b>	B-93 & Wild 95.5	CJOC & 2Day FM	106.7 ROCK and KISS 107.7
<b>6 PM</b>	Tyson Ray Borsboom	Bailey Kate	RebelsAngels 50s
<b>7:30 PM</b>	Tube Dog	Tyler Moulton	The Cody Hall Band
<b>9 PM</b>	Shaela Miller	Armond Duck Chief	T Buckley
<b>11 PM</b>	The New Testaments	The New Testaments	The New Testaments

**BLOWERS & GRAFTON**  
HALIFAX STREET FOOD + BAR



### OPEN DAILY UNTIL 11 PM | ON THE MIDWAY

Grab your dancing boots, get a drink in your hand, and celebrate a Southern Alberta summer at Whoop-Up Days. Open all day, every day, and with a prime view of Thursday, Friday, and Saturday's entertainment stage, the Beer Gardens are your community gathering place and the heart of the evening party.



### TWO LOCAL ARTISTS OR PERFORMERS WILL TAKE THE STAGE IN THE WHOOP-UP DAYS MARKETPLACE FROM 2-5 PM AND 5-8 PM DAILY.

Adding to the ambiance of the Whoop-Up Days Marketplace, these performances will showcase local talent in an intimate, unplugged setting, creating a memorable experience for visitors and performers alike.





## OPEN DAILY UNTIL 11 PM ON THE MIDWAY

Magnificent meals, delectable desserts, brilliant beverages, and tasty treats – your taste buds can indulge in them all. No matter the time of day, our fleet of food trucks have you covered. Stop by to fuel up as you wander the Whoop-Up Days grounds.

- 3K's Kitchen
- Food Off the Grid
- Georgina's Food Truck
- Jerry's Pop Shop Lethbridge
- Lemay's Kettle Korn
- Macs and Custard
- Mama Lo's
- Moo Magic Ice Cream
- Piggyback Poutinerie
- Pita Menina
- Santeria Taco Truck
- That Hawaiian Burger Truck
- Vesano Pizza
- Whippetree Chuckwagon
- YumChaBubbleTea



## OPEN DAILY UNTIL 11 PM | ON THE MIDWAY

A fan favourite fair food, Jumbo Ears have been a Whoop-Up Days staple for decades. Not just delicious, this sweet snack also helps support your community through a partnership with the Lethbridge & District International Baseball Foundation.



ROGERS

RICHARDSON



**AUG. 24, 25 & 26 | GATES OPEN 6 PM | RODEO PERFORMANCE 7 PM**

Lethbridge & District Exhibition is proud to once again host the Lethbridge & District Pro Rodeo. This three-day event is the only CPRA rodeo in Lethbridge that showcases the history, people and culture of Southern Alberta.

From its inception over 125 years ago, professional rodeo has had some of its finest moments at Whoop-Up Days throughout the decades. The 2023 rodeo will include Duane Kesler Championship Rodeo Stock, and a purse of \$8,000 for major events and \$10,000 in the Team Roping.

### **RELAY RACES**

Featured nightly, and included with your rodeo ticket, the Relay Races are one of the most high-intensity elements of the Lethbridge & District Pro Rodeo. Often referred to as "North America's original extreme sport" the races have been a part of Indigenous life for hundreds of years.

Experience horse racing like never before as riders race bareback in laps around a track and exchange horses after every lap by jumping from one horse to another.



## RELAY RACES PRESENTED BY



Witness one of the most high-intensity elements of this year's Lethbridge & District Pro Rodeo with the Lethbridge & District Pro Rodeo Relay Races. The rodeo will feature daily competitions of Relay Races with a total of \$20,000 purse prize winnings. Relay Races showcase riders riding bareback on thoroughbred horses with action-packed moments and high-energy excitement. Riders jump from one horse to the next in laps around the race track, with two transfers in a race. We invite the community and our guests to experience horse racing like never before at this year's rodeo.



## BARREL RACING PRESENTED BY



This event requires control, attention to detail, and a close partnership between horse and rider. Competing against the clock, contestants circle three barrels in a cloverleaf pattern and race back across the scoreline. Time is measured with an electronic eye timer, and a hundredth of a second can determine who wins. A rider may touch a barrel, but if she knocks one over a five-second penalty is added to her total time.



## BAREBACK

In the Bareback event, the rider holds on to the leather handhold of a rigging—a pad wrapped around the bucking horse's girth—as he first extends his feet far forward. He then pulls his feet back up toward the rigging in a spurring motion. The higher the spurs, the higher the score. The stress on the cowboy's arm is intense as it absorbs most of the horse's power, but he needs to hold on for at least 8 seconds.



## STEER WRESTLING

This event requires coordination and strength. The steer wrestler waits on horseback behind a rope barrier. When he gives a nod, the steer is released and gets a 12-ft. head start. The cowboy chases the steer, then drops from his horse and grabs its horns to bring it to a halt. The steer must be on its feet before being rolled to the ground. Once on its side with all legs extended, the official time is taken. An extra horse, ridden by a hazer, is required to keep the steer running straight.





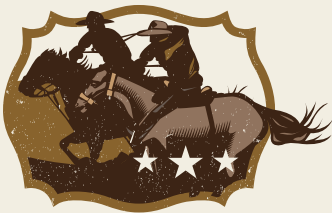
## TIE DOWN ROPING

Tie-down roping is the most technical event in rodeo. At the start of the run, the roper must remain behind the barrier until the calf crosses the scoreline. Breaking the barrier adds ten seconds to the roper's time. After roping the calf, the cowboy dismounts from his horse, runs down his rope and lays the calf down by hand. If the calf is down when he reaches it, he must allow the calf to get up and then lay it down. The roper then ties any three legs with a "piggin' string" (a shorter rope he carries between his teeth). The tie must hold for six seconds after the roper remounts his horse. The work of the horse is crucial; he must rate the speed of the calf, stop on cue in a single stride then hold the rope taut while the roper runs to his calf.



## SADDLE BRONC

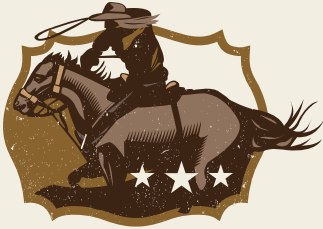
In the "classic event of rodeo", the rider spurs from the animal's shoulders in an arc-like motion toward the back of the saddle in time with the bronc's actions. The cowboy rides in an "Association Saddle" with no horn while holding onto a braided buck rein. He wears spurs with dull rowels and chaps of light leather. The cowboy places his hand on the rein carefully to maintain balance and avoid either being pulled down over the front end or launched out 'the back door'. To qualify for a score, the rider must have his boots over the break of the horse's shoulders until the horse has completed his first jump out of the chute. He cannot touch any part of the animal or equipment with his free hand, lose a stirrup or get bucked off before the end of the eight second ride. The higher and harder the horse bucks and the better the cowboy spurs-the higher the score.



## TEAM ROPING

Two contestants, two horses, two ropes, one steer and one barrier rope. Team roping requires close cooperation and timing between highly skilled ropers, a header and heeler. As in other timed events, the team ropers start from boxes on each side of the chute from which the steer is released into the arena. The steer gets a head start depending on the length of the arena. The header takes off in pursuit, with the heeler trailing slightly behind. If the header breaks the barrier before the steer completes its head start, the ropers are assessed a ten second penalty. Once the header makes his catch he turns the steer to expose the back legs to the heeler. The heeler then attempts to rope both hind legs. If only one is caught, there is a five second penalty. The clock is stopped when there is no slack in the ropes and the horses are facing each other.





## BREAK AWAY ROPING

Breakaway Roping is an exciting new event making an appearance on the Canadian rodeo scene. It is a variation of calf roping where a calf is roped, but not thrown and tied. Featuring a calf and one mounted rider, the calf is released from a chute while the horse and rider wait in a box next to the chute that has a spring-loaded rope, known as the barrier, stretched in front. A light rope is fastened from the chute to the calf's neck, releasing once the calf is well away from the chute releasing the barrier, which is used to ensure that the calf gets a head start. Once the barrier has released, the horse runs out of the box while the roper attempts to throw a lasso around the neck of the calf. Once the rope is around the calf's neck, the roper signals the horse to stop suddenly. The rope is tied to the saddle horn with a string. When the calf hits the end of the rope, the rope is pulled tight and the string breaks. The breaking of the string marks the end of the run. The fastest run wins.



## BULL RIDING PRESENTED BY **Dennis' Dirtwork**

Rodeo's most dangerous event and the toughest eight seconds in sport. The bull rider inserts his gloved hand into the handhold of a flat, braided rope which is passed around the girth of the bull, into the palm of the hand, around behind the wrist and into the palm of the hand one more time. A weighted cowbell hangs on the underside of the rope allowing it to fall free when the ride is completed. During the eight second ride, the cowboy must keep himself close up on the handhold to prevent his arm from straightening and jerking his hand loose at the same time keeping his free hand from touching the bull. Riders are not required to spur, as staying on these strong, athletic, loose-hided and often cantankerous animals is difficult enough. But if the cowboy is able to use his feet, he can improve the mark from the judges. Rather than pick-up men, skilled 'bullfighters' distract the bull at the end of the ride to allow that cowboy to escape to safety.



# FIREWORKS FINALE

SATURDAY FIREWORKS FINALE PRESENTED BY ATB WEALTH AND WEST COAST AMUSEMENTS | AUG. 26 AT 11 PM

Whoop-Up Days goes out with a bang as a fireworks display, presented by West Coast Amusements and ATB Wealth, lights up the Saturday night midway. Check out any of the many great viewing spots throughout the Whoop-Up Days grounds.



LETHBRIDGE & DISTRICT

# 50/50

LOTTERY

EXHIBITION

## You can win BIG!



For the second year in a row, the Lethbridge & District Exhibition Lotteries program will conclude on the final day of Whoop-Up Days. Be sure to get your 50/50 tickets before then for the chance to win a massive jackpot.

Scan to purchase your 50/50 lottery tickets before Aug. 26, or visit [LDELotteries.com](http://LDELotteries.com)



# THANK YOU TO OUR VALUED PARTNERS

