

# SCOTT SCHIFFNER

# BIOGRAPHY

**HOMETOWN:** Strathmore, AB, Canada

**FAMILY:** Wife, Brandy; Daughters, Maysa, Hadley

**ACHIEVEMENTS:** PBR Canada National Champion  
Canadian Finals Rodeo Bull Riding Champion  
Calgary Stampede Champion  
2002 BR Olympic Bronze Medal Winner  
3X PBR World Finalist  
5X PBR Canadian Finalist  
11X Canadian Finals Rodeo Finalist  
11X Calgary Stampede Competitor  
4X World Cup Team Canada Member  
Glen Keeley Life Time Achievement Award

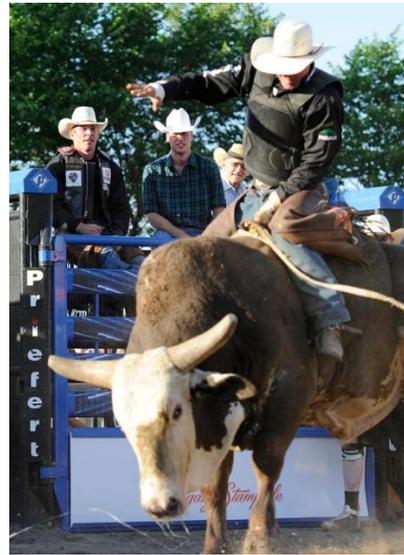


## ABOUT SCOTT:

- Scott is passionate about bull riding and a great ambassador for the sport of rodeo.
- Scott's profile is well known throughout North America.
- Scott accompanied the Prime Minister on a Canadian Trade Mission trip to China in the winter of 2012, at the request of the Chinese government, representing a true Canadian Cowboy. The trip was so successful, he's been asked to return to the Beijing and Hong Kong Trade Missions in the spring of 2012.
- Scott was selected to give a private bull riding demonstration to Will and Kate (the Duke and Duchess) during their visit to the Calgary Stampede in 2011.
- Scott has a huge fan base that watch him compete at the PBR Canada Cup Tour, the Canadian Pro Rodeo Association (CPRA) and the Pro Rodeo Cowboys Assn (PRCA)
- Scott always takes the time to speak to kids, sign autographs and continuously promote the sport of rodeo and bull riding.
- Scott is sought after by the media to speak on behalf of his sport.
- Scott is a member of the Board of Directors of the Canadian Professional Association
- When Scott is not bull riding, he can be found working his ranch just outside of Calgary

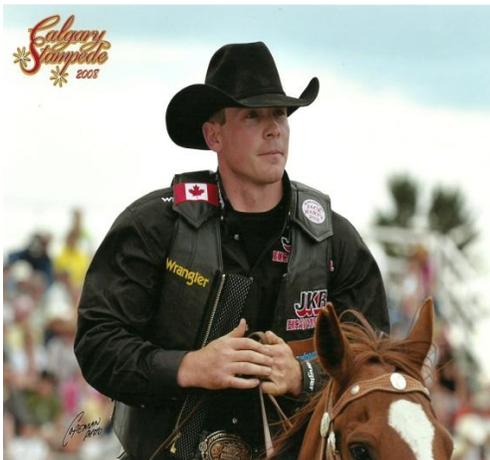


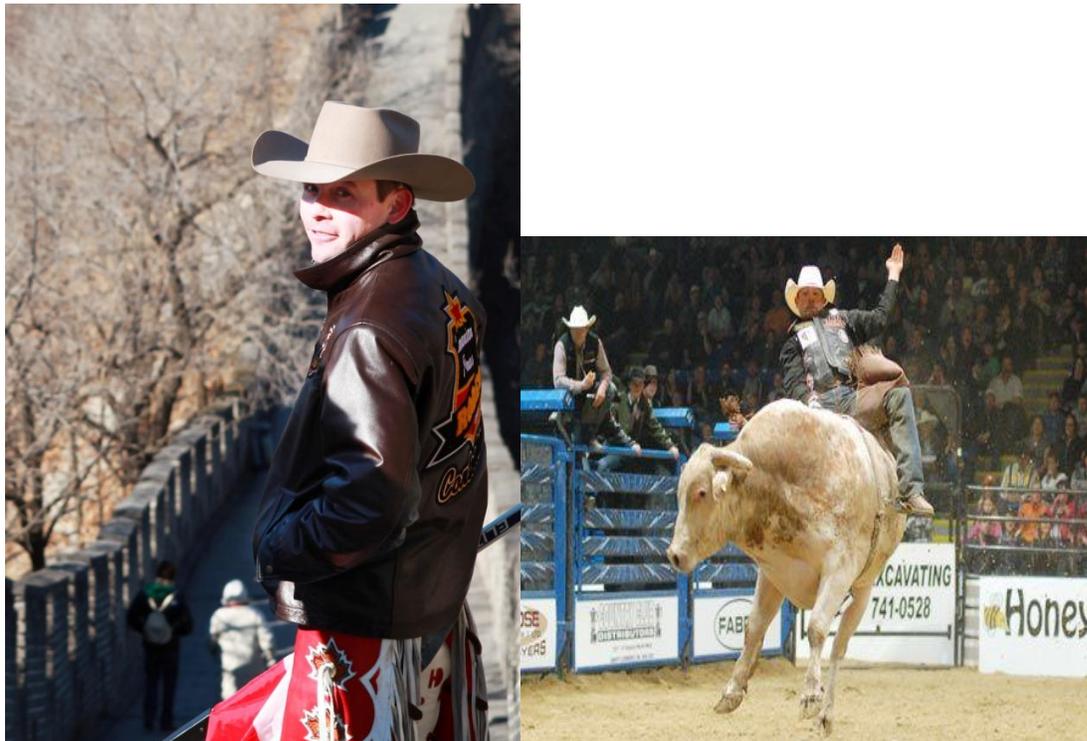
Office of the  
Prime Minister  
Cabinet du  
Premier ministre



### Sponsorship Exposure:

- Scott competes in several associations including Professional Bull Riders (PBR), Canadian Professional Rodeo Association (CPRA) and Professional Rodeo Cowboys Association (PRCA) and his exposure in the marketplace is far reaching.
- Scott has been one of the featured Cowboys on the Gemini award winning Life/Style documentary series "Hell on Hooves" for the past 3 years. This series has been sold around the world.
- Live event corporate exposure will reach over 1 million people and television exposure, including the Calgary Stampede, is expected to be in excess of over 3 million people.
- Scott's profile and very successful career is second to none.
- Scott would be a huge asset to your company.
- There are many ways we can customize an endorsement package that will suit your specific needs.





**Contact Information:**

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