

***** Media Alert *****

Professional Bull Riders, National Cowboy & Western Heritage Museum and Oklahoma Freedom Unite to Announce 2023 Class of Heroes and Legends Inductees

Like any sport, the PBR (Professional Bull Riders) annually inducts a class of deserving individuals into its version of a Hall of Fame, and for the world's premier bull riding organization that is the Heroes & Legends ceremony. Recognized over the years as one of the top Western sports award ceremonies, the annual PBR Heroes & Legends event honors categories including the coveted Ring of Honor, awarded to a distinguished athlete, Brand of Honor; awarded to an extraordinary animal athlete and its owner, Jim Shoulders Lifetime Achievement Award, to those who have significantly impacted western sports, Ty Murray Top Hand Award and Sharon Shoulders Award.

In 2023, the Heroes & Legends ceremony will be met with added significance, marking the first season the class of inductees will be honored in Oklahoma City at the National Cowboy & Western Heritage Museum during the Oklahoma Freedom's annual homestand, scheduled from Sept. 8-10 at Paycom Center. The move is part of a broader partnership between PBR and the National Cowboy & Western Heritage Museum announced in Sept. 2022 that also brought the organization's first-ever Hall of Fame to the renowned venue's American Rodeo Gallery.

On Thursday, July 27, join the PBR, National Cowboy & Western Heritage Museum, and Oklahoma Freedom, Oklahoma's first-ever professional bull riding team, as they gather to announce the 2023 class of Heroes & Legends inductees, several of whom have rich ties to Oklahoma.

WHAT: PBR, Oklahoma City's first-ever professional bull riding team, the Oklahoma Freedom, and National Cowboy & Western Heritage Museum to host press conference announcing the 2023 class of Heroes & Legends inductees.

WHO: Ryan Seddon (PBR Vice President)
Jeff Ewing (National Cowboy & Western Heritage Museum Chief Development Officer)
Cord McCoy (Oklahoma Freedom Head Coach)

WHEN: *Thursday, July 27, 2023 at 1:00 p.m. CT*

WHERE: *National Cowboy & Western Heritage Museum, 1700 NE 63rd St, Oklahoma City, OK 73111*

Note: Media should RSVP to Kacie Albert, information below, if interested in attending.

CONTACT: **Kacie Albert**
kacie.albert@img.com
(908) 343-3348