



Three-Time PBR World Champion Silvano Alves Headlines 2026 Class of Heroes & Legends Inductees to be Honored July 30 at National Cowboy & Western Heritage Museum in Oklahoma City

PBR Legends Silvano Alves, Flint Rasmussen, and 102 Promiseland Among Seven Honorees to be Recognized in Newest Class

Tickets on sale now for the 2026 Heroes & Legends ceremony on July 30

OKLAHOMA CITY, Okla. (May 27, 2026) – The PBR (Professional Bull Riders) today announced its 2026 Heroes & Legends inductees – the sport’s 28th Hall of Fame class and fourth recognized at the National Cowboy & Western Heritage Museum for an extraordinary impact on Western sports. The honorees will be inducted at the PBR Hall of Fame inside the National Cowboy & Western Heritage Museum in Oklahoma City.

The 2026 Heroes & Legends Ceremony, recognized as a preeminent Western sports award ceremony, will be held on Thursday, July 30, prior to the Oklahoma Wildcatters homestand, Wildcatter Days, scheduled for July 31-Aug. 2 at the nearby Paycom Center in Oklahoma City. The Wildcatters are one of 10 teams that compete in the groundbreaking PBR Teams league which transforms bull riding from an individual sport into team competition.

Three-time PBR World Champion and legend **Silvano Alves** in his first year of eligibility will receive the coveted Ring of Honor, regarded as the highest honor for a professional bull rider following their retirement from competition. The Ring of Honor is presented to individuals who have made a significant and lasting contribution to the sport of bull riding, based on the core beliefs of the organization, including authenticity, toughness, respect, teamwork, and professionalism.

Alves became just the second rider in PBR history to win three World Championships when he earned his third title in 2014. He won his first championship in 2011 and became the first rider to win back-to-back titles in 2012 before tacking on another buckle two years later. Before the trio of titles, Alves was named Rookie of the Year in 2010 before going on to log more than 500 qualified rides and 13 consecutive World Finals appearances. He won \$6.7 million in prize money along his journey.

Following his retirement from competition in fall 2025, Alves became assistant coach of the Nashville Stampede, a team he rode for to help win the inaugural PBR Teams Championship in 2022. Now continuing to give back to the sport by developing the next generation of bull riders, he is just one of two riders to have four World Championships with his three individual titles and championship with the Stampede.

George Paul will receive the Ring of Honor posthumously. Paul, an inductee to the Pro Rodeo Hall of Fame in 1979 and the National Rodeo Hall of Fame in 2007, won the Bull Riding World Championship in 1968 at 21 years old. He's well known for having recorded 79 consecutive qualified rides.

In his first season of professional competition, Paul finished 13th in the World All-Around and second in the National Finals Rodeo (NFR) aggregate. He was also 17th in the bareback riding standings. At just 23 years old, Paul was killed while flying to a rodeo as a pilot on July 30, 1970.

Longtime PBR entertainer and current SVP of Fan Engagement **Flint Rasmussen** will be honored with the Jim Shoulders Lifetime Achievement Award, recognizing those who throughout their life and professional career have significantly contributed to the advancement of the sport of bull riding and rodeo. He was inducted into the National Rodeo Hall of Fame in 2024.

Rasmussen was the official entertainer of PBR from 2006 until his retirement during the 2023 World Finals at Dickies Arena. He is credited by many with reinventing and modernizing the role of "rodeo clown" into a high-energy, often hilarious, crowd-favorite master of ceremonies at the biggest, most prestigious and highest-paying events in professional bull riding.

During his career, he earned recognition as an eight-time PRCA Clown of the Year and seven-time Coors Man in the Can. He was also a barrel man at the National Finals Rodeo (NFR) seven times and Canadian Finals Rodeo clown thrice.

Rasmussen transitioned into a role covering the PBR Teams league as a broadcast commentator during the 2023 season. He then transitioned to his current role, based at PBR's headquarters in Fort Worth. He still performs on special occasions, such as the 2026 PBR World Finals, and at other events.

Known to many as a strong soul and staple in the rodeo community, **Elsie Frost** will be honored with the Sharon Shoulders Award. Created in 2010, the Sharon Shoulders Award recognizes the great women of professional bull riding and Western sports, whose work, partnership, and faith have been as integral to the sport as the athletes themselves.

Elsie, the mother of the late great Lane Frost, faced tragedy during Cheyenne Frontier Days in 1989 with the loss of her son, but she didn't let the moment define her or her legacy. She leaned heavily

into her faith and began giving out cowboy Bibles until the number rose to more than 400,000. She reached out to those around her and inspired them to become better men and women.

Through her faith, kindness, and humility, she has touched the lives of many and continues to leave a lasting impact. Known to many simply as “Miss Elsie,” the grace with which she overcame tragedy to help people find purpose and faith have helped her earn this honor to embody the Sharon Shoulders Award.

The prestigious Brand of Honor will be presented to World Champion Bull **102 Promiseland (aka “Cripple Creek’s Promiseland”)**. The PBR Brand of Honor, created in 2011, is the highest honor a bovine animal athlete can receive. The honor is based on the animal athlete’s display of consistent championship caliber performances and career statistical records.

102 Promiseland became just the fifth bull to earn the distinction of YETI PBR World Champion Bull in 1999. The bovine made his PBR debut in January 1998, beginning a career that allowed 39 rides in 97 outs for a buckoff rate of 60%. He amassed a lifetime average bull score of 45.46 while facing several PBR greats, including multiple World Champions in Adriano Moraes, Justin McBride, and Chris Shivers, among many others, and recorded a career-high score of 48.5 points in Nashville, Tenn., in 2000.

Barrel racing star **Charmayne James** is one of two distinctive athletes honored with the Ty Murray Top Hand Award. Created in 2018, this honor is given annually to individuals who have made significant and lasting contributions to enhance the sport of rodeo.

James and her equine counterpart Gills Bay Boy “Scamper” burst onto the rodeo scene in 1984 when they won their first Women’s Professional Rodeo Association (WPRA) World Championship. The duo went on to win ten titles together, all in consecutive fashion from 1984-93. James went on to add one more World Championship in 2002 with Cruiser as her counterpart.

James won the NFR average six times with Scamper – the first coming in 1984 and final in 1993. The Pro Rodeo Hall of Famer is credited as the first barrel racer to have over \$1 million in career earnings. She was inducted into the ProRodeo Hall of Fame in 2017.

Dean Oliver, an esteemed tie-down roper, is also being honored with the Ty Murray Top Hand Award. Oliver won eight world tie-down roping championships during a 13-year span from 1956-69 to help establish a name for himself. Additionally, he won three All-Around World Championships in 1963, 1964, and 1965.

Oliver was inducted into the ProRodeo Hall of Fame in 1979 and the National Rodeo Hall of Fame in 1963 for his legendary career. He continued to compete later into his career and had 18 NFR qualifications. He remains a well-known legend in rodeo.

Heroes & Legends will begin with a cocktail reception at 5:30 p.m. CT, followed by a seated dinner and the ceremony at 6:30 p.m. CT on Thursday, July 30 at the National Cowboy & Western Heritage Museum. Tables and tickets for the 2026 PBR Heroes and Legends Ceremony are on sale now and can be purchased at [Ticketmaster.com](https://www.ticketmaster.com).

The bull riding action for the 2026 PBR Teams League Wildcatter Days at Paycom Center begins 7:45 p.m. CT on Friday, July 31, 6:45 p.m. CT on Saturday, August 1, and 1:45 p.m. CT on Sunday, August 2.

Tickets for Wildcatter Days are on sale now. They can be purchased online at Ticketmaster.com and PBR.com, at the Paycom Center Box Office, or by calling PBR customer service at (800) 732-1727. Fans can also purchase a combination package including tickets to both Wildcatter Days and an individual ticket for the Heroes & Legends ceremony at [Ticketmaster.com](https://www.ticketmaster.com).

For more information about Heroes & Legends visit <https://pbr.com/heroes-legends>.

About PBR (Professional Bull Riders):

PBR is the world's premier bull riding organization. More than 1,000 bull riders compete in more than 200 events annually across the televised PBR Unleash The Beast tour (UTB), which features the top bull riders in the world; the PBR Pendleton Whisky Velocity Tour (PWVT); the PBR Touring Pro Division (TPD); and the PBR's international circuits in Australia, Brazil, and Canada. In 2022, the organization launched PBR Teams—10 teams of the world's best bull riders competing for a new championship—as well as the PBR Ram Challenger Series with more than 50 annual events nationwide. PBR events are broadcast on CBS Television Network, Paramount+, the CW Network, and FOX Nation. PBR is a subsidiary of TKO Group Holdings, Inc. (NYSE: TKO), a premium sports and entertainment company. For more information, visit PBR.com, or follow on Facebook at Facebook.com/PBR, X at X.com/PBR, and YouTube at YouTube.com/PBR.

About the National Cowboy & Western Heritage Museum

The National Cowboy & Western Heritage Museum in Oklahoma City is the nation's premier institution dedicated to the history, art and culture of the American West. Founded in 1955, the Museum houses an internationally renowned collection of more than 28,000 Western and Native American art works and artifacts. Through its exhibitions and programs, the Museum preserves and interprets the evolving story of the West. In addition to PBR's Heroes & Legends Hall of Fame, the Museum is home to the National Rodeo Hall of Fame, Hall of Great Westerners and Hall of Great Western Performers.

