



Force Majeure Event Limited

Next Event Press Release

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July 2011

Issue 1

Special points of interest:

- Force Majeure Events Group to host the 2011 International Rodeo
- Filmed for Sky television and TV3
- Finale of NZ Cup & Show Week, 19th November.
- Mexico now entered with PBR champion put forward to compete.
- Tickets now from just \$79 for adults are available from Ticketek.

Amazing Facts about equestrian:

- Equestrian sport is the second largest participation sport in NZ with over 580,000 New Zealanders owning or riding a horse weekly
- Bull riding is still considered one of the most dangerous sports in the world

The 2011 International Rodeo Takes Centre Stage in Hamilton during NZ cup and show week

Experience NZ Cup & Show Week – Rodeo Style!

For the past 3 years thousands have travelled to the International Rodeo which was held in Christchurch's Westpac arena.



This year the international rodeo will take centre stage again and be launched from the brand new Claudelands Arena in Hamilton. Many people from around the globe will continue to come to New Zealand's Cup & Show Week. This unique occasion offers the chance to experience premier racing, fashion, food and entertainment. In an action-packed week, you can don fabulous fashions, get a taste of rural life in Hamilton's own country district, taste locally produced wine, have a flutter at the horses or Greyhounds at New Zealand's biggest and most prestigious racing event, dance to live music and of course see the country's most spectacular indoor International Rodeo for which NZ is know for Worldwide.

The International Rodeo is New Zealand's largest rodeo, to be held annually indoors at Claudelands Arena as the official finale to NZ Cup & Show Week on November 19th. Competitors from Australia, USA, Canada and Brazil will battle the Kiwis for rodeo domination in bareback bronc, saddle bronc and bull riding. There will also be the NZ barrel racing championships included in the line-up.

This event takes the sport to the next level like never before, with the use of sound and lighting effects, pyrotechnics, multiple LPG flamethrowers and explosives which ensures a sold out stadium every year. Tickets are now available from www.ticketek.com and are already selling quickly, so those interested are urged to hurry, especially those who missed out last year!

With the event having gained international recognition as a world class event, international competitors are now being selected from the highest rankings. Mexico is now being considered for the competition, after putting forward their fiercest opponent to date, Diego Villarreal Proto, best known for taking home the championship buckle of the Mexican PBR, making Mexico the sixth country represented in the NZ International Rodeo.

The International Rodeo will be filmed and broadcast again this year for both the national and international networks.

Adults tickets are priced from just \$79, with front rows available for \$99. For more information, check out www.internationalrodeo.co.nz





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Force Majeure Events Limited
The Extreme Sport entertainment
Specialists

[We're on the Web at!
www.internationalrodeo.co.nz
]

November 2011

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			



Jim Beam FMX show in the streets

Back Story...

The Force Majeure Events Limited was founded by Darryl and Julie Tomblason in March 2009 with the merger of its parent event companies.

Focused primarily in the events industry of both Australia and New Zealand, the head offices are

located in Auckland with a staff of 4 dedicated professionals. With a diverse range of expertise, the group fulfills all aspects of event production from idea generation and organisation to marketing, public relations and total event management, as well as a specialist field dedicated to food and beverage catering.

The partners aim to instill a shared vision throughout their companies - to be a 'major player' in Australasia's events industry, recognized on an international level and known only to provide quality events and services with market domination achieved by

maintaining cooperation between the companies.

The Force Majeure Events Group has been responsible for the creation of a number of major public events, corporate functions, Product launches and has had involvement with a number of externally owned events including catering, marketing and management roles. Past events include major companies like Toyota, Yamaha, NEC and various other VIP Japanese and Asian clients.



A sold out crowd at the 2009 International Rodeo, Westpac Arena,