



Findlay
TOYOTA CENTER


SPECTRA

YAVAPAI BOTTLE GAS MILE HIGH PBR PRESENTED BY COORS LIGHT & THE NAVAJO NATION HAS A NEW TWO-NIGHT FORMAT FOR 2021

Two nights of action-packed bull riding with limited capacity seating are coming in April!

PRESCOTT VALLEY, AZ – MARCH 12, 2021 — The Yavapai Bottle Gas Mile High PBR Presented by Coors Light and the Navajo Nation is coming back for 2021 with a new format. We will have two days of action-packed bull riding this year so we can abide by safety guidelines and put on an amazing competition! You can buy tickets for Friday, April 23rd, or Saturday, April 24, 2021. Tickets start at \$14.00 and can be purchased now at the box office and on our website at www.findlaytoyotacenter.com.

Mile High PBR is the most excitement you can pack into eight seconds, and the only chance for fans to see live PBR action in Northern Arizona during the 2021 season.

"We are very excited to bring bull riding back to Prescott Valley after a crazy 2020. This year will be two nights of heart-pounding action that the whole family will love. We have pricing to fit everyone's budget so that no one will have to miss out", said event producer Judd Mortensen.

Each night, riders will face one bull in the Long Round. The top 10 riders in the Long Round will advance to the Short Round both Friday and Saturday night. Fans are encouraged to purchase tickets in advance. The best seats sell fast!

"The Mile High PBR is a much-loved annual event so we are happy that we found a way to make it happen this year," said Sheila Anderson, Spectra Marketing Manager for the Findlay Toyota Center. "We are ready to provide live entertainment in a way that is safe for everyone."

Tickets for previously rescheduled dates remain valid for the April 24th performance. For questions, please contact the box office by phone at 928-772-1819 ext. 6060 or email at info@findlaytoyotacenter.com. Check our website www.findlaytoyotacenter.com for more information and updates.

About Rocky Mountain Bull Bash Productions – Rocky Mountain Bull Bash Productions is a Paulden, AZ-based company that produces PBR Pro Tour Division Events throughout Arizona, Colorado, Utah, and Idaho. Their efforts are led by Judd Mortensen.

About Findlay Toyota Center - The Findlay Toyota Center is a 6,000-seat venue, approximately 85 miles north of Phoenix, which serves the Prescott, Sedona, and Flagstaff metro areas. The venue hosts concerts, sporting events, motorsports, and community events. Major events have included Willie Nelson, Justin Moore, Mannheim Steamroller, James Taylor, Gary Allan, Chicago, and Stevie Nicks. Learn more at www.findlaytoyotacenter.com. Follow the Findlay Toyota Center on [Facebook](#), [Instagram](#), and [Twitter](#).

About Spectra - Spectra provides private management services for the Town of Prescott Valley's Findlay Toyota Center. Spectra is an industry leader in hosting and entertainment, partnering with clients to create memorable experiences for millions of visitors every year. Spectra's unmatched blend of integrated services delivers incremental value for clients through several primary areas of expertise: Venue Management, Food Services & Hospitality, and Partnerships. Spectra has developed and secured over 35 naming rights partnerships on behalf of its clients across North America in the past six years. Learn more at www.spectraexperiences.com. Follow Spectra on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#).

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