



## THE CW NETWORK STRIKES MULTI-YEAR AGREEMENT WITH PROFESSIONAL BULL RIDERS TO BROADCAST SATURDAY AND SUNDAY TEAMS LEAGUE EVENTS

*11 Action-Packed PBR Weekends to Air Live on Broadcast Television  
Beginning Saturday, August 9 from Sunrise, FL*

**BURBANK, CA (July 23, 2025)** – The CW Network today announced it has entered a multi-year agreement with PBR (Professional Bull Riders) to be the exclusive broadcast home of Saturday and Sunday PBR Camping World Team Series events. PBR on The CW kicks off on Saturday, August 9 (6:30-8:00pm ET) and Sunday, August 10 (2:00-4:30pm ET) live from Sunrise, Florida, and continues for 10 additional weekends, culminating with the league's final championship tournament from T-Mobile Arena in Las Vegas on Saturday, October 25 and Sunday, October 26.

"PBR on The CW brings a whole new level of grit, adrenaline, and edge-of-your-seat action to bull riding fans nationwide," said Mike Perman, Senior Vice President of Sports, The CW Network. "Paired with the NASCAR Xfinity Series, weekends on The CW will be a can't-miss destination to experience two of the nation's fastest growing sports with some of the most passionate fanbases in the country."

"We are thrilled to welcome The CW Network as our new broadcast partner, joining their expanding list of sports programming to extend the reach of PBR Teams to fans across the entire country," said Sean Gleason, CEO and Commissioner, PBR. "With over-the-air access on Saturdays and Sundays, everyone, no matter where they are, can experience the excitement of bull riding games. This partnership perfectly complements our existing television schedule, delivering even more thrilling action to fans, making it easier than ever for them to stay connected to the sport they love."

PBR is the world's premier bull riding organization with more than 1,000 bull riders competing in over 200 events annually. The mix of athleticism, raw sport and entertainment has propelled the sport's growth in live attendance, fan base and roster of brand partners. PBR welcomed 1.43 million fans to its events in 2024 and its broadcasts reach more than 288 million households in 67 countries and territories.

PBR Teams, launched in July 2022, builds on the existing structure of professional bull riding with the same basic rules for judging and scoring qualifying 8-second bull rides. Events are staged in head-to-head matchups. In five-on-five games, the team with the highest aggregate score of qualified rides among its riders is declared the winner.

PBR joins a growing roster of sports on The CW Network, including the full NASCAR Xfinity Series, WWE NXT every Tuesday night, AVP beach volleyball this summer, ACC and Pac-12 football games this fall, and PBA professional bowling beginning in 2026. The CW will also host the broadcast network debut of the worldwide sensation Savannah Bananas on Sunday, July 27 (3:00-5:30pm ET) live from Philadelphia's Citizens Bank Park.

The full 2025 schedule for PBR Camping World Team Series events on The CW is below. All times ET.

**SUNRISE, FL**

Saturday, August 9 (6:30-8:00pm)

Sunday, August 10 (2:00-4:30pm)

**NASHVILLE, TN**

Saturday, August 16 (8:00-9:30pm)

Sunday, August 17 (1:30-4:00pm)

**AUSTIN, TX**

Saturday, August 23 (8:00-10:00pm)

Sunday, August 24 (3:00-5:30pm)

**SPRINGFIELD, MO**

Sunday, August 31 (3:00-5:30pm)

**ANAHEIM, CA**

Sunday, September 7 (4:30-7:00pm)

**GREENSBORO, NC**

Saturday, September 13 (8:00-10:00pm)

Sunday, September 14 (12:30-3:00pm)

**BELMONT PARK, NY**

Saturday, September 20 (8:00-10:00pm)

**FT. WORTH, TX**

Sunday, September 28 (3:00-5:30pm)

**KANSAS CITY, MO**

Saturday, October 4 (8:00-10:00pm)

Sunday, October 5 (12:30-3:00pm)

**GLENDALE, AZ**

Sunday, October 12 (4:00-6:30pm)

**LAS VEGAS, NV (Championship)**

Saturday, October 25 (10:30pm-1:00am)

Sunday, October 26 (5:00-7:30pm)

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**About The CW Network**

The CW is America's fifth major broadcast network and reaches 100% of US television households. The CW delivers 15 hours of primetime entertainment programming per week in addition to nearly 400 hours of sports per year as the broadcast home to NASCAR Xfinity Series, WWE NXT, ACC football and basketball games, Pac-12 football games, Grand Slam Track and AVP beach volleyball. The fully ad-supported CW App, with more than 100 million downloads to date, is available for free to consumers on all major platforms and is home to the latest episodes and seasons of The CW's primetime programming and a library of entertaining film and television content for on-demand viewing. The CW is 75%-owned by Nexstar Media Group, Inc. (NASDAQ: NXST), a leading diversified media company and largest CW affiliate group. For more information about The CW, please visit [www.cwtv.com](http://www.cwtv.com).

**About the PBR Camping World Team Series**

The PBR Camping World Team Series is an elite league featuring the world's top bull riders competing on teams in five-on-five bull riding games during a 13-event season. The teams competing include: Austin Gamblers of Austin, TX; Arizona Ridge Riders of Glendale, AZ; Carolina Cowboys of Greensboro, NC; Florida Freedom of Sunrise, FL; Kansas City Outlaws of Kansas City, MO; Nashville Stampede of Nashville, TN; Oklahoma Wildcatters of Oklahoma City, OK; Missouri Thunder of Springfield, MO; New York Mavericks of Elmont, NY, and Texas Rattlers of Fort Worth, TX. Each hosts a three-day homestand, and there are neutral-site games in Anaheim, CA and Duluth, GA. PBR is a subsidiary of TKO Group Holdings, Inc. (NYSE: TKO), a premium sports and entertainment company. For more information, visit [PBR.com](http://PBR.com), or follow on Facebook at [Facebook.com/PBR](https://Facebook.com/PBR), X at [X.com/PBR](https://X.com/PBR), and YouTube at [YouTube.com/PBR](https://YouTube.com/PBR).

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