

RODEO 101

Lessons About Rodeo Lessons



**Lifeforce Rodeo Investigation
February 2008**

RODEO 101

Lessons About Rodeo Lessons



**Lifeforce Rodeo Investigation
February 2008**

Introduction

Rodeos do not represent cowboy history of "Home on the Range" because they are timed competitions that are for glamour, prizes and money. The welfare of animals are disregarded.

This report reveals the callous, insensitive attitudes of the fraternity of those who seek glory in the rodeo ring and profits from the rodeo industry at the expense of the animals and people.



Rodeo 101 Lesson 1

RODEO SCHOOLS

Kindergarten to University

Little Britches Rodeos are "Promoting and Encouraging Youth in Rodeo". Kids are as young as 7 years old. These associations hold "clinics" to train the kids.

Cloverdale Rodeo sponsors the Fraser Valley Little Britches Rodeo Association.

Releases and waivers for "death, injury, loss or damage" must be signed by the parent.

Canadian and Nation High School Rodeo Associations encourage teens to be rodeo "athletes". Prizes include \$1000 Scholarships. They sell DVDs for use as teaching tools. Releases and waivers from injury and death must be signed by the students.

Starting in the Spring of 2008 the **Northern Alberta Institute of Technology** will start Canada's first diploma-certified course in rodeo and livestock management. Training includes bullriding and calf roping. The business of rodeo will also be taught.

There are also various private training schools. Some **Rodeo Schools** also include training the rodeo animals.



Rodeo 101 Lesson 2

The In Crowd and Initiation



Kids versus Kids
Kids versus Animals

www.lifeforcefoundation.org

Rodeo 101 Lesson 3

Children at Risk and Rodeo Parents



www.lifeforcefoundation.org

Rodeo 101 Lesson 4

The Glamour , Prizes and Money



Rodeo 101 Lesson 5

THE FACTS:

The Animal Sacrifices

Rodeos Are Cruel!

Physical Abuse and Psychological Suffering!

Tame and docile "stock" are transported around the rodeo circuit. Some will let you pet them, some will back away because they are afraid of humans.

They are provoked and tormented to appear to be fierce and aggressive. They are worked over in the chutes: tail twisted, hair twisted, electric "hotshot", kicked and cut by spurs and a bucking strap is cinched tightly around the sensitive abdomen and groin.

Painful injuries include cuts; internal organ bruising and damage; hemorrhaging; bone fractures; ripped tendons; torn ligaments and muscles and dislocated joints.

**Frightened, battered and bruised
- then off to slaughter.**

Vancouver has banned rodeos.

Cloverdale Rodeo has banned calf roping(tie down roping), team roping, steer wrestling and cow-milking race.

It's Time to Ban All Rodeos!

www.lifeforcefoundation.org

Rodeos Are Cruel: Bareback Riding



Why they buck: Bucking straps cinched tightly around sensitive abdomen and groin; shocked with electric prods; kicked and cut with spurs; hair and tail twisted. Once the bucking strap is removed and the torment is ended the bucking stops.

www.lifeforcefoundation.org

Rodeos Are Cruel: Saddle Bronc Riding



Why they buck: Bucking straps cinched tightly around sensitive abdomen and groin; shocked with electric prods; kicked and cut with spurs; hair and tail twisted. Once the bucking strap is removed the bucking stops.

www.lifeforcefoundation.org

Rodeos Are Cruel: Junior Steer Riding



Why they buck: Bucking straps cinched tightly around sensitive abdomen and groin; shocked with electric prods; kicked and cut with spurs; hair and tail twisted. Once the bucking strap is removed and the torment is ended the bucking stops.

www.lifeforcefoundation.org

Rodeos Are Cruel: Bull Riding



Why they buck: Bucking straps cinched tightly around sensitive abdomen and groin; shocked with electric prods; kicked and cut with spurs (the rider gets more points for spurring); hair and tail twisted. Once the bucking strap is removed and the torment is ended the bucking stops.

www.lifeforcefoundation.org

Rodeos Are Cruel: Tie-Down Roping

(AKA Calf Roping)



Calves are shocked with electric prods and worked on to get them to be fast out of the chute.

When painfully lassoed while running fast, flipped high in the air and legs tied they can be painfully injured or killed.

www.lifeforcefoundation.org

Rodeos Are Cruel: Steer Wrestling



Shocked with electric prods and worked on them to get them to be fast out of the chute. When grabbed by head they can be painfully injured or killed.

www.lifeforcefoundation.org

Rodeos Are Cruel: Team Roping



Shocked with electric prods and worked on them to get them to be fast out of the chute.

They are roped at a high speed and painfully stretched. They can be injured or killed.

www.lifeforcefoundation.org

Rodeos Are Cruel: Breakaway Roping



**The animals are tormented to get them to be fast out of the chute.
This includes painfully bending the tails and shocking them.**

www.lifeforcefoundation.org

Rodeo 101 Lesson 6

THE

PROPAGANDA

Rodeo promoters try to assure the public that the animals are treated humanely.

In 2007, the rodeo announcer, Rod Sterling, tells audiences in Chilliwack, BC that bucking straps "tickle" and contrary to the activists' claims rodeo cowboys actually care about the animals.

They also claim that the animals are "Born to Buck".

Hey Rod: It Doesn't "Tickle"

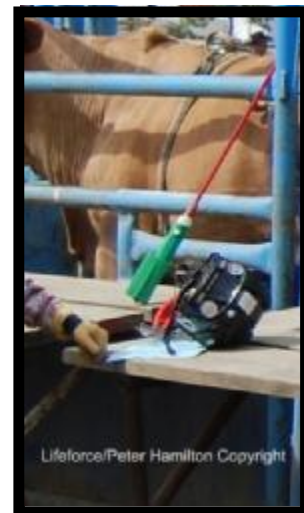


www.lifeforcefoundation.org

Hey Rod: They aren't "Born to Buck"!

This power mite delivers 5000 volts. Even the manufacturer does not recommend it for rodeo.

C+ Rodeo Stock contractor, Roy Call, shown below shocking bulls.



Bulls and horses are are being trained to buck by strapping a heavy box to their backs. These bucking "dummies" are also used in "futurity" rodeo events. Steroids may also be used.



It's painfully shocking!

www.lifeforcefoundation.org

Rodeo 101 Lesson 8

**THE END OF
LIVES**

RODEO DEATHS

The number of injuries and deaths of people and animals are not reported by the various rodeos. The following represents a small percentage of the casualties.

In Canada, Vancouver banned rodeos in 2006. In 2007, the Cloverdale Rodeo decided to ban steer wrestling, tie down roping, team roping and cow-milking race. The municipality of Blainville, Quebec, has banned rodeos within its boundaries.

As of 2004, 21 municipalities in the United States have banned rodeos in their regions and 17 others have imposed restrictions concerning the kind of events that can be presented.

Human Deaths in Canada and US

In 2002, in Massachusetts, United States, a 20-year-old cowgirl died of head injuries. The horse bolted during a barrel-racing event, she jumped off and smashed into an iron barrier.

In 2001, in Edmonton, Canada, a 27-year-old cowboy went into a coma after having been bucked off his bull, trampled and pierced several times by the bull's horns. Previously, the same man lost sight in one eye due to being pierced by the bull's horns, and had his face slashed open.

In 2000, at the Medicine Hat Stampede in Alberta, Canada, a 29-year-old cowboy was crushed to death by the bull he had been riding.

Animal Injuries and Deaths in Canada

May, 2007 - Cloverdale Rodeo, BC - a calf broke leg and was later killed.

July 14, 2007 - Calgary Stampede - horses were injured during the chuck wagon races and 3 were killed. Since 2000, 11 horses have died in chuckwagon races.

July 2005 - Calgary Stampede - 9 horses plunged to death while crossing a bridge.

July 10, 2004 - Calgary Stampede - a horse hurt its leg during a race and was euthanized.

May 23, 2004 - Cloverdale Rodeo - in the wrestling event, an 18-month-old calf was rammed to the ground so roughly that the neck snapped. This accident ended in the death of the calf.

July 15, 2002 - Calgary Stampede - 7 animals were dead by the end of the nine days: a calf suffering from a broken leg was euthanized; during the chuck wagon race a horse's heart stopped due to an aneurysm; five other horses injured during the chuckwagon race had to be euthanized, three suffering from broken legs, one from a broken shoulder, and two from broken backs.

August 9, 1999 - Can-Am Rodeo, Ottawa - a horse died of a broken neck after ramming into a barrier. The spectators watched the horse go into a trance before dying.

July 9, 1999 - Calgary Stampede - a horse died after being hurt during the "half-mile of hell" event, also called the chuckwagon race.

July 15, 1997 - Calgary Stampede - a bull's leg broke in two, exposing the bones when caught in exit door. The bull was euthanized.

MORE RODEO DEATHS

CANADA (continued)

July 11, 1996 - Calgary Stampede - three horses were killed during a chuckwagon race. Two died instantly and the third was euthanized.

July 1995 - Calgary Stampede - a horse died after receiving an injury to the head, two others killed after they broke their legs, a horse hurt its shoulder when knocked down and another was trampled.

July 1994 - Calgary Stampede - a horse suffering from a broken leg was euthanized.

July 1992 - Calgary Stampede - a horse died.

July 1990 - Calgary Stampede - a calf with a broken leg and two injured horses were euthanized.

Animal Injuries and Deaths in US

August 29, 2004 - Payson, AR - a young bull broke a leg trying to free itself from the bucking strap.

January 20, 2004 - Denver, CO - a horse died after breaking its leg.

June 24, 2003 - Reno, NV - two horses were seriously injured: one sustained head injuries after smashing against a barrier, the other suffered damage to its spinal column.

December 12, 2002 - Las Vegas, NV - a bull broke its spinal column and was euthanized because of the severity of the injury.

December 9, 2001 - Las Vegas, NV - a horse broke its back and was euthanized.

July 2, 2001 - Salinas, CA - a horse was euthanized as a result of a broken leg during a race.

November 4, 2000 - San Francisco, CA - a bull broke its neck at the Grand National Rodeo.

February 4, 2000 - a horse broke its spinal column during a race. The paralysed horse dragged itself by its front legs across the stadium before collapsing, and was euthanized.

August 6, 1999 - Santa Barbara, CA - a horse was killed.

July 22, 1999 - Ford City Rodeo - a bull had a "panic attack" and jumped an 8-foot fence in an attempt to escape.

June 21, 1999 - Long Island, NY - a bull that had escaped from an illegal rodeo was shot by the police 40 times. The bull lay on the ground for 15 minutes before bleeding to death.

And Cruelty at Cowboy's Home too! Cowboy fined for death of 31 horses in his care

In July 2000, Shane Nash, formerly a member of the Professional Rodeo Cowboy's Association, was sentenced to pay \$5,000 for having let 31 horses in his care starve to death. Nash had been hired to pasture these horses during the winter of 1999. Despite the thick layer of snow on the ground, Nash never checked on the horses. Doug Rombough of the SPCA, who investigated the case together with the Royal Canadian Mounted Police, said that all he could find were their carcasses and bones.

Rodeo 101 Lesson 9

HEALTH:

Cancer

Hazards

Cancers

In 2007 Canadian Rodeos helped raised breast cancer awareness through "Tough Enough to Wear Pink" campaign.

Rodeos are held in conjunction with agriculture fairs that promote the meat industry.

The World Cancer Research Fund advises limited red meat consumption and avoiding processed meat altogether.

The 2007 Miss Rodeo Canada is also a spokesperson for the Canadian Breast Cancer Foundation.

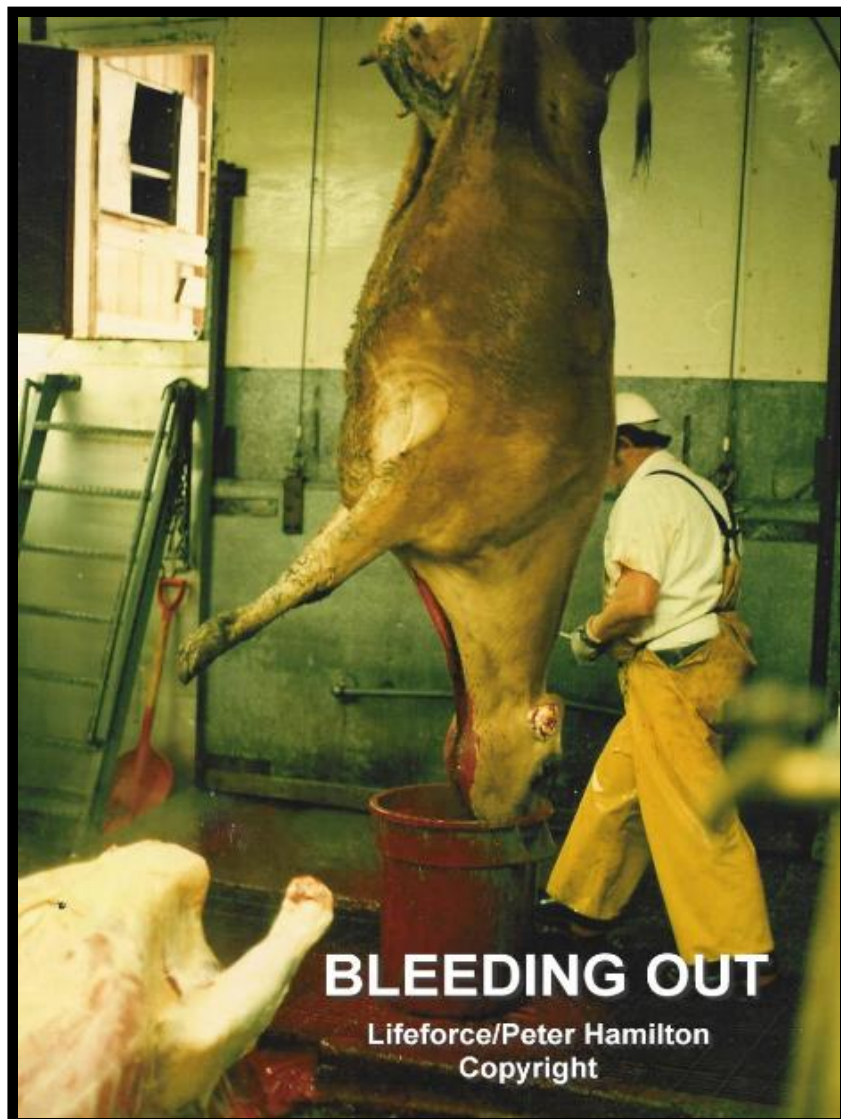
It is time to raise public (and the rodeo industry) awareness of the proven links between eating animals and cancers.



Rodeo 101 Lesson 10
THE AUCTION
AND
SLAUGHTER

Slaughter:

Injured, used and poor performers are sent to auctions or directly to slaughterhouses.



Rodeos Are Cruel!



Unkind to Animals.

www.lifeforcefoundation.org

What You Can Do!

Support a Rodeo Ban!

Write To:

**1. Politicians (In Canada your
MLA and your MP)**

**2. Mayor and Council in
Chilliwack, BC to ban the
Chilliwack Rodeo (where in
2007 cowboys were repeatedly
kicking the steer in the head).**

tremblay@chilliwack.com

For further information:

Lifeforce Foundation

Box 3117

Vancouver, BC

V6B 3X6

lifeforcesociety@hotmail.com

www.lifeforcefoundation.org



Lifeforce/Peter Hamilton Copyright

All designated photographs are copyrighted by Lifeforce/Peter Hamilton.

Any written information for non-commercial and commercial use must give credit and contact information to Lifeforce/Peter Hamilton.

Permission must be obtained to use any photograph for non-commercial and commercial use.