

"PBR Danger on the Dirt" on CBS Sports Goes Behind The Scenes with Professional Bull Riders On The Road to The World Championship

*One-hour special airing Dec. 27 offers intimate look
at one of the world's toughest sports*

The PBR (Professional Bull Riders) is bringing fans behind the scenes of the 2015 PBR Built Ford Tough World Finals in Las Vegas with a special one-hour program "PBR Danger on the Dirt," airing Sunday, Dec. 27 on CBS (3 p.m. or 5 p.m. ET, depending on market location).

Following a grueling 26-week season, the PBR World Finals are the sport's biggest and most lucrative stage. "PBR Danger on the Dirt," produced by David Neal Productions, weaves together a series of emotional storylines from the five-day championship event, where 8 seconds or less can bring triumph or disappointment.

The program focuses on the stories of quintessential cowboy J.B. Mauney, who rode through pain to win his second PBR World Championship and become the sport's first "\$6 million man"; Jared Allen, owner of Airtime, a volatile bovine contending for bull of the year; Jesse Byrne, a courageous bullfighter protecting his bull-riding brother, Tanner; and Bonner Bolton, a young rider entering the spotlight for the first time at the World Finals.

"PBR Danger on the Dirt" is an unvarnished look at some of the PBR's most fascinating individuals as they battle through the most grueling season in PBR history," said PBR CEO Sean Gleason. "David Neal and Cory Kelley have crafted a powerful and intimate portrait that pulls back the curtain and provides a glimpse into the psyche of the world's best bull riding."

"In the PBR it's routine for 150-pound human athletes to take on 1,800-pound bulls in a clash of athleticism and pure grit," said David Neal, founder of David Neal Productions and executive producer of the Built Ford Tough Series events exclusively carried on CBS Sports and CBS Sports Network. "It's a sport that's inherently dangerous and real courage is prerequisite. Die-hard PBR fans and newcomers alike, are going to find 'Danger on the Dirt' fascinating."

Select Highlights of Danger on the Dirt:

"Being tough's always been part of bull riding. My dad always told me from the time I was little: 'You play the game, you take the pain.' I've tried to always live by that." – J.B. Mauney, two-time PBR World Champion (2015, 2013)

"I really see the science behind this sport – to get that ultimate bucking animal, that kick, athleticism, body type and intensity. I want elite bulls. I want to go out and dominate people." – NFL Star Jared Allen, owner of championship bull contender Air Time and defensive end for the Carolina Panthers

"These are animals of pure aggression and pure muscle. The cowboy's job is to stay on top. Well, most of the time." - PBR bull rider Shane Proctor

"The essence of what J.B. (Mauney) is, is the essence of this sport -- having guts, having toughness, wanting to slay the dragons. That attitude is imperative to this sport. You gotta be that fearless gunslinger to be a great bull rider. This isn't a businessman's game." – Ty Murray, PBR co-founder and 7-time World Champion Cowboy

"It's an explosion as the bulls come out of the chute. The dirt is flying, the crowd is cheering, the rider's grunting. It's a matter of keeping your focus on the entire picture, seeing if that rider is still in control, and ultimately where he's going to end up so you can take the bull's attention away and have a safe outcome." — PBR bullfighter, Jesse Byrne

About David Neal Productions and PBR

PBR's premier series The Built Ford Tough Series is televised every week on CBS Sports, CBS Sports Network and networks around the world. BFTS telecasts are produced for the PBR under a multi-year agreement with David Neal Productions, a Los Angeles-based production company led by 34-time Emmy® Award winner and Peabody Award winner David Neal, who serves as executive producer.

About the PBR (Professional Bull Riders)

The world's premier bull riding organization began as a dream of 20 bull riders 23 years ago and is now a global sports phenomenon. PBR broadcasts reach more than half a billion households in 40 nations and territories around the world, and more than 3 million fans attend live events each year. PBR's elite Built Ford Tough Series features the Top 35 bull riders in the world and the top bulls in the business. The televised Built Ford Tough Series, the BlueDEF Tour, the Touring Pro Division and the PBR's international circuits in Australia, Brazil, Canada and Mexico have paid more than \$140 million in earnings to its athletes. Twenty-eight men have earned more than \$1 million, including two-time PBR World Champion J.B. Mauney who, with his 2015 PBR World Championship, became bull riding's first \$6 million man and the richest athlete in Western sports history at \$6.7 million in career earnings. In May 2015, PBR was acquired by WME | IMG, the global leader in sports, entertainment, media and fashion.

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