"The rodeo is a sport."
Tim Baldwin, General Counsel
California Rodeo Salinas

"The rider and animal are engaged in a dance."
- Tim Baldwin

"To become a bull in the PBR is like winning the animal lottery."
Sean Gleason, CEO of Professional Bull Riders

"Tools like spurs, straps, and electric prods just give a cue to animals already inclined to buck."
- Tim Baldwin

"Bull injuries or fatalities are rare relative to the number of times they perform."
- Sean Gleason

"Electric prods are used for the safety of the animals."
- Tim Baldwin

Sports involve competition between willing participants. The rodeo pits human participants against terrified animals trying to get away from something that is causing them fear, pain, and discomfort.

Dancing does not involve forcing your partner to dance with you by using spurs and a cattle prod.

Animals used in bull riding can suffer extensive injuries, including bruising, broken legs and broken backs.

Horses and bulls do not buck naturally. "Flank" or "bucking" straps are tied so tightly around the flanks of these animals, forcing them to buck to try and relieve the discomfort caused by them.

It is impossible for the public to know this, because Rodeo associations do not disclose animal injuries and deaths.

Shocking an animal with electricity is not being done for the safety of animals -- it terrorizes animals into performing in the rodeo.