



Professional Bull Riders' Game 8 to Glory Releases on PlayStation and Xbox

Following success of mobile game, Console versions now on sale

Pueblo, Colo (July 24, 2018) – *8 to Glory*, the official game of PBR (Professional Bull Riders), will be released by publisher Three Gates on PlayStation®4 and Xbox One next week. The game will officially go on sale July 31.

Since *8 to Glory* was launched as a mobile app for iOS and Android in August 2016, more than 1 million people have downloaded and played the game. Based on this success, publisher Three Gates is now providing console players with an even more exciting and realistic bull-riding gaming experience.

The game's console version, available on PlayStation 4 and Xbox One, offers a variety of modes that allow players to follow the real PBR season and relive legendary matchups. Fans can go through a season on the PBR Tour with the PBR's best riders and ranked bulls, including 2017 World Champion Jess Lockwood as well as former Champions Cooper Davis, J.B. Mauney, and Silvano Alves. The rank roster of bulls includes SweetPro's Bruiser, Magic Train, and Spotted Demon. Fans can also play in "versus" mode head-to-head against other gamers.

Full-season mode replicates actual 25thPBR: Unleash the Beast events and arenas. There is an opportunity to level up a rider's strength and skill with new gear as the season moves on with the ultimate goal of winning the PBR World Championship.

"This action-driven game allows fans to immerse themselves in all the thrills and drama of PBR with one hand strapped to the controller and spurs digging into the recliner," said Sean Gleason, CEO, PBR. "We are proud to offer the most realistic graphics and play ever seen in a bull-riding video game."

"We tested *8 to Glory* with real PBR athletes to ensure it's the highest-quality gaming experience that best reflects the PBR brand," said Don Geyer, CEO, Three Gates. "With PBR competing in five countries and available in 130 territories through global television distribution, we see global appeal for a console game depicting the epic man-versus-beast matchups in a sport with the bravest athletes in the world."

GAME FEATURES

- **Real PBR Seasons** - Follow along with the real-world PBR season by playing the same events in Campaign Mode.
- **Dozens of real PBR Riders and Bulls** - Play as your favorite riders and match up against the ranked bulls.
- **Head-to-Head Competition** - Local multiplayer mode allows users to play as the bull or the rider in competition with others.
- **Leaderboards and contests** - Compete to have the highest-rated players and bulls and to score the highest rides on the ranked bulls.
- **Collect and Dominate** - Complete achievements and win events to unlock the best riders and bulls, stacking your bull team and stable to the max.

Three Gates is planning online events and tournaments, giving fans a chance to compete with the best gamers around the world to claim the *8 to Glory* championship buckle.

A trailer for the game can be seen here [8 to Glory Trailer](#)

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About Three Gates AB

Founded in 2010, Three Gates was born out of Sweden's prestigious university system where many of the core team members first met while creating high-end simulations for industries and governments, as well as games. The company initially focused on work-for-hire projects and quickly became one of the best teams working within Unity3d while finishing projects that needed expert firefighting in coding and design. The company has developed games for PC and mobile, including *8 to Glory: Bull Riding* and *Legends of Aethereus*, before setting its sights on its current slate of titles. Three Gates is currently working on multiple original IP projects including *8 to Glory*, *MainStream Fishing*, and *Offensive Combat: Redux!*. For more information, please visit: www.threegates.se

About PBR (Professional Bull Riders)

The world's premier bull riding organization began as a dream of 20 bull riders 25 years ago and now operates in five countries. On its elite tour, the organization features the top 35 bull riders in the world and the top bulls in the business. The televised 25thPBR: Unleash The Beast, along with the PBR Real Time Pain Relief Velocity Tour (RVT), the PBR Touring Pro Division (TPD) and the PBR's international circuits in Australia, Brazil, Canada and Mexico have paid more than \$180 million in earnings to the sport's athletes. Thirty bull riders have earned more than \$1 million, including two-time PBR World Champion J.B. Mauney who is the top-earning athlete in Western sports history with more than \$7.2 million in career earnings. PBR is part of the Endeavor (formerly WME | IMG) network. For more information on the PBR, go to PBR.com, or follow on Facebook at Facebook.com/PBR, Instagram at Instagram.com/PBR, and YouTube at YouTube.com/PBR.