



For Immediate Release.

Pueblo, COLO. - The Pueblo Bulls Hockey Club, Inc. (PBHC, Inc.) is proud to announce the formation of the Pueblo Sports Management and Entertainment Group. (PSMAEG) As we have grown over the past six years from the Pueblo Bulls Hockey Team to adding the Bulls Store (Apparel), Management Contract of the Pueblo Ice Arena and Events Center, Pueblo Bulls Entertainment Company (Concert and Event Management), and future opportunities that are underway, we felt it was important to have a Parent Company that can look for opportunities to help provide additional Quality Entertainment for the people of Pueblo and help all the entities continue to grow as we move forward.

Our Staff of Dave Nelson, Tyler Tuneberg, Chris Wilhite, and Austin Hoff had a vision of bringing Hockey to Pueblo, Colorado and that vision has proved to be remarkably successful for the City of Pueblo, the Community, and the PBHC, Inc.

One of the questions that we continued to receive in the beginning was "Are we going to be here (stay in Pueblo) long term?" Well, we went through a start-up, a Pandemic, and another startup and two years later we are still here, and plan to be here for an extraordinarily long time. We have invested in the Pueblo Ice Arena & Events Center to make it a destination place for all things entertainment.

What we did not know six years ago (before we started) was that their vision would morph into these other opportunities; including the Bulls Store, Management and renovation of the rink, and the opportunity to add other events after purchasing an ice cover (floor) for the Pueblo Ice Arena (PIA). The PIA hosted an extraordinarily successful concert (Local-Now Nashville Star -Cody Cozz) this past summer. We will have five-six concerts this coming summer (to be announced soon) as well as other events at the Pueblo Ice Arena and Events Center. We want the PIA and Events Center to be a year-round destination for families to enjoy great entertainment.

"We can't thank the City of Pueblo and the Pueblo community enough for the support we have received over the past 6 years", stated Jerry and Lorie Wilhite, owners of the PBHC, Inc. "We have increased the staff from the four visionaries to having over forty-eight employees today. I am extremely proud of the thousand plus hours (every season) of community service that the Pueblo Bulls players provide as well as the team honoring a "Veteran of the Game", at all of their home games. I can't thank our Bulls (Faithful) fan base enough for their unwavering support of our players with sellouts, (28 Of 30) going back to the middle of last season. As they say "If you build it, they will come" Well the community of Pueblo has done just that."

We have supported the Pueblo Bulls Youth Hockey program as well as the Pueblo High School Hockey Program and the other programs at the rink as well and will continue to do that in the future. Our goal is to continue to grow the game of Hockey and the other programs at the rink.

With growth comes opportunities and we felt it was important and the right time to form a Parent Company (Pueblo Sports Management and Entertainment Company) that will focus on helping grow the businesses we have, as well as continue looking for other opportunities to give the community additional family entertainment.

The Pueblo Sports Management and Entertainment Group is the Parent Company to the PBHC, Inc.. which owns the Pueblo Bulls Junior Hockey Tier II Franchise in the NCDC., The Bulls Store, The Management Contract of The Pueblo Ice Arena and Events Center, and The Pueblo Bulls Entertainment Company. Our mission is to: "Look for opportunities to help provide additional Quality Entertainment for the people of Pueblo."