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Fur Institute of Canada and Canadian Seal Products sponsor up- and-coming Quebec bull rider Benjamin Shaw

Partnership will support the emerging athlete's 2026 season and connect the fast-growing rodeo audiences with Canada's fur and sealing sectors

Ottawa, August 7, 2026 – As rodeo and Western culture continue to grow in popularity across Canada, the Fur Institute of Canada and its Canadian Seal Products initiative are sponsoring Quebec bull rider Benjamin Shaw for the remainder of his 2026 season. The partnership will help cover competition, training and travel expenses while introducing rodeo audiences to Canada's fur and sealing sectors.

Originally from Gaspésie and now based in Montreal, Shaw, 24, came to bull riding after pursuing demanding, high-adrenaline challenges and serving as an infantry soldier in the Canadian Armed Forces. Drawn to the sport's intensity and constant demand for improvement, he gained recognition in 2025 by winning the Jackpot at Ranch Gagnon and BullMania in Sorel-Tracy.

This season, Shaw is competing at rodeos across Quebec and Ontario as he continues refining his technique, gaining experience and establishing himself on the Canadian rodeo circuit.

His next scheduled competition is at the Expo de Lotbinière's Rodéo de Saint-Agapit, where a draw will determine whether he competes on Friday, August 7, or Saturday, August 8, as well as the bull he will ride. He is also scheduled to appear at the Festival du Cochon de Sainte-Perpétue on August 21 and 22 and the Festival du Boeuf d'Inverness from September 3 to 6.

The partnership will provide the Fur Institute of Canada and Canadian Seal Products with visibility at rodeos, Western festivals and agricultural fairs. Their branding will appear on Shaw's competition vest and trailer and in photos, videos and social media content documenting his training, travel and experiences on the rodeo circuit.



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At selected events, the organizations will host information booths where attendees can learn about Canada's fur and sealing sectors and the uses of Canadian seal products. Displays may include seal oil, pet food and clothing, along with information about the people, communities and traditions behind them.

"Rodeos, agricultural fairs and Western festivals are a fixture of rural communities, much like Canada's fur and sealing sectors," said Doug Chiasson, Executive Director of the Fur Institute of Canada. "Benjamin brings determination, discipline and perseverance to his sport. We are proud to support a young Quebec athlete as he builds his career and helps us introduce new audiences to Canadian fur and seal products."

"Having the support and trust of the Fur Institute of Canada and Canadian Seal Products makes a meaningful difference as I continue competing and developing as an athlete," said Shaw. "Rodeo has a long history in Canada, and so do the fur and sealing sectors, so this is a great opportunity to bring these two parts of our heritage together."

The partnership will also include promotional appearances, social media content and on-site activities featuring Shaw at selected events throughout the season.

For more information on the Fur Institute of Canada, visit fur.ca, the Canadian Seal Products website at canadiansealproducts.com, and to follow Benjamin on Instagram: [@benjjjshaw](https://www.instagram.com/benjjjshaw)



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Benjamin Shaw competing in the bull riding event while sporting the Fur Institute of Canada and Canadian Seal Products logos at the Expo agricole de Saint-Hyacinthe on July 29, 2026.



Benjamin Shaw mounting the bull in the bucking chute at the Expo agricole de Saint-Hyacinthe on July 29, 2026.

About the Fur Institute of Canada / Canadian Seal Products

The [Fur Institute of Canada](#) is the national voice for the fur sector, including the seal industry, through the Seals & Sealing Network (SSN). SSN brings together Canada's sealing industry harvesters, processors, manufacturers, retailers, and Indigenous peoples to promote and market high-quality and sustainable Canadian Seal Products (seal oil, seal



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meat, seal fur) through its [Canadian Seal Products](#) and [Proudly Indigenous Crafts & Designs](#) brands.

About Benjamin Shaw

Benjamin Shaw is a 24-year-old bull rider from Gaspésie who is now based in Montreal. Competing at rodeos throughout Quebec and Ontario, he is focused on continuing his athletic development, improving his competitive performance and building a long-term career within Canadian bull riding.

For interview requests:

Jacob Brunette-Savard
Torchia Communications
jacob@torchia.com
438-777-8876

Jacklyn Gilmor
Torchia Communications
jacklyn@torchia.com
705-817-8327