



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Campaign Roundup

from Pete Coors



Photo Credit Tommy Collier

Personal Message from Pete

As a friend and supporter of the National Western, you're familiar with the \$100 million Honoring the Legacy campaign to transform today's underused and aging complex into tomorrow's National Western Center. Planning for the new Center is moving fast, and our campaign to support it has been busy, too. This Campaign Roundup, which will come to you monthly, is our way of keeping you up-to-date on the campaign's progress and the extraordinary facilities we're going to build.

The Honoring the Legacy Campaign vice chairs and I are thrilled with what we've achieved so far (they're with me in the photo above: from left, Doug Jones, myself, Paul Andrews, Sue Anschutz-Rodgers, Ron Williams and Pat Grant). In addition to receiving pledges amounting to nearly one-fifth our goal, we've hosted several successful events in the past few months, not to mention the happenings at the Stock Show itself.

My hope is that these Campaign Roundups do more than just serve up our news. I'd like to engage you and others in this vital effort. Please share your thoughts, ideas or questions with me at pcoors@nationalwestern.com.



Stock Show "Greatest Hits"

During the 2018 Stock Show, longtime friends and participants told us what the National Western means to them. We'll be sharing the individual videos with you each month; to kick things off, here's a "greatest hits" compilation.

[See the video »](#)



WSSA Annual Meeting

At the Western Stock Show Association's (WSSA) annual meeting on May 18th, I presented an update on the campaign and shared Perkins+Will's preliminary drawings for the new Livestock and Equestrian Centers and the Yards. You can see my [full report here](#). And stay tuned for more about the preliminary drawings in the coming issues.

Campaign Status Report

To date, we have over \$19.5MM pledged from more than 40 donors. As part of the WSSA's obligation to the City & County of Denver, we must commit a total of \$125MM — \$75MM in the transfer of our land and \$50MM in cash. The first installment of \$15MM is due on November 1, 2018 and we feel confident we will make that first milestone.



For news, updates and more on the Honoring the Legacy Campaign, visit

honoringthelegacycampaign.com