



HONORING THE LEGACY
BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

GIFT ANNOUNCEMENT

Legacy Building “Watering Hole” to be named Fred and Coleen Orr Western Lounge



Photo Credit xxx

We’ve been describing the new [Legacy Building](#) like this: “The Western Stock Show Association Legacy Building, slated for completion in 2023, will be home to all members of the National Western family and a gathering place, gallery, and watering hole for friends, cowboys, and art lovers alike.”

I’m thrilled to announce today that the Legacy Building’s foremost watering hole will forever be named in honor of Fred and Coleen Orr.

The Fred and Coleen Orr Western Lounge will span nearly 3,500 square feet on the Legacy Building’s fourth-floor Club Level. Adjoining the Western Terrace as it does, it’s going to be a sublime watering hole indeed. It couldn’t have been more aptly named.

Fred Orr’s family homesteaded in Granby in 1883. He’s a fourth-generation Coloradan from a ranching family that has shown cattle at the Stock Show for 90-plus years. That legacy began with Fred’s granddad Fred DeBerard – a master Hereford breeder in Kremmling who pioneered the grooming of cattle prior to showing them – and continues today through Fred’s nieces’ families, the Hoffmans, Perezes and Egerts. Fred himself exhibited the reserve grand champion steer at the Stock Show back in 1980.

Coleen grew up in Buck Lake, Alberta, Canada, where she raised and showed Herefords. She stays connected to the ranching way of life by making custom cowboy hats. Ranching, in short, runs deep among the Orrs.

Fred and Coleen described the impetus to their generous gift to our campaign like this: “The Stock Show has been an important part of our lives for over 100 years. It’s the Super Bowl of livestock shows and vitally important to the livestock industry. Further, we believe it is part of the fabric of the Denver community and truly sets Denver apart from other cities. What they’re building is something that can be used by this city every day. We’re honored to support the National Western legacy and invest in the future of a facility that will be of great importance to Denver, the West, and the world.”

I couldn’t agree more with that assessment, and I couldn’t be more thankful to the Orr family for their support of our campaign and the new National Western Center. It will indeed embody the West’s past, present, and future – for the great benefit of Denver, the region, and the world beyond.

GOALS FOR 01.31.20



For questions about the campaign or making a gift, please contact

Angela S. Lieurance
Director of the Capital Campaign
Western Stock Show Association
4655 Humboldt Street
Denver CO 80216
alieurance@nationalwestern.com
303-919-5214

For news, updates and more on the Honoring the Legacy campaign for the National Western, visit

honoringthelegacycampaign.com