



WESTERN LOUNGE, EAST ELEVATION

## FAMILIES OF THE WEST PORTRAIT GALLERY

The “Families of the West” program offers a unique way for Western families to share their own histories and legacies while providing vital support to the Honoring the Legacy campaign for the new National Western Center.

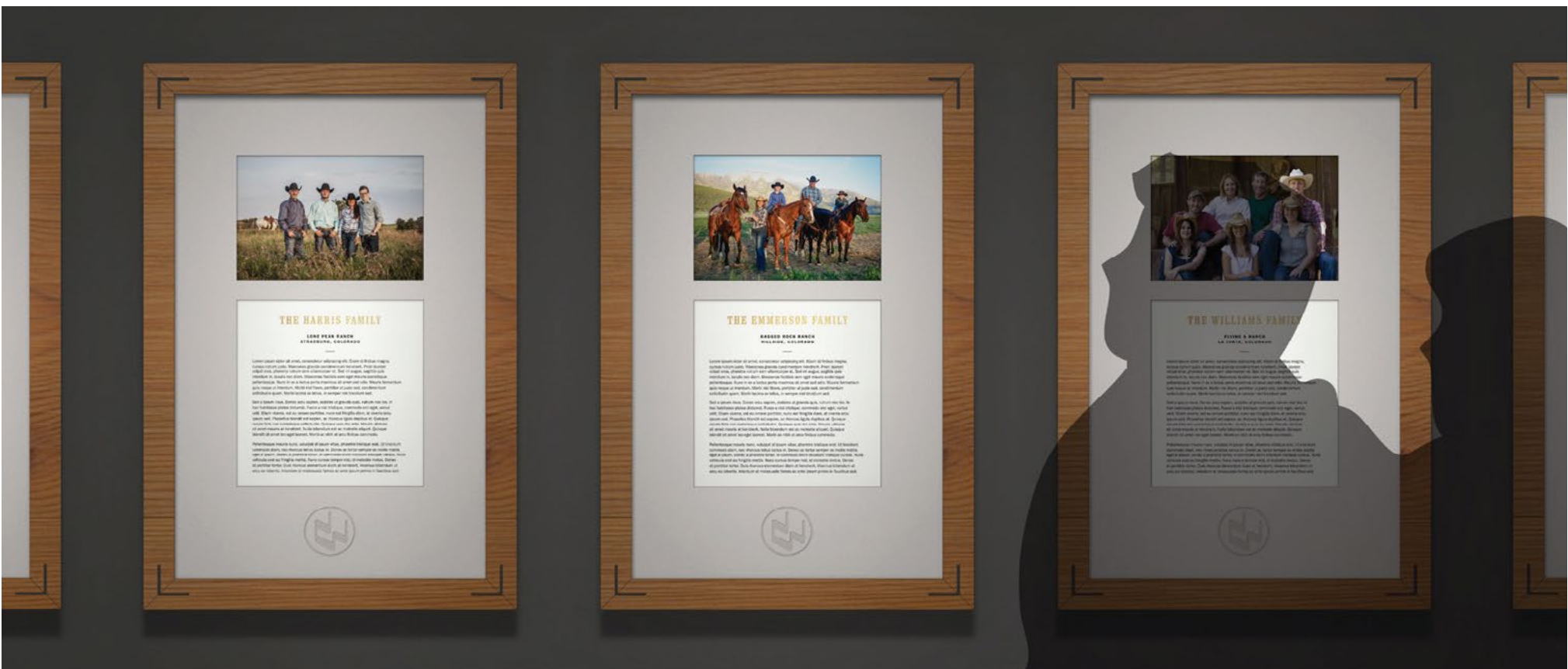
Limited to just 15 families, the program’s contributors will receive a two-foot by three-foot tribute including a large photo and ample space for a description of the family’s, ranch’s, or family business’s history and its connection to the West and the National Western. The tributes will permanently augment the Western Lounge — the new National Western Club’s most prominent bar, to be located on the fourth floor of the Legacy Building.

A contribution of \$250,000 affords the once-in-a-lifetime opportunity to highlight your family’s legacy at the heart of National Western while helping make the new National Western Center a reality. The Center will be more than a new home commensurate with the Stock Show’s greatness. This will be a global destination for agricultural heritage and innovation, education, research, and Western art and culture. The National Western Center will serve as a center of gravity for Western values and culture for generations to come while honoring the legacy of those whose courage, creativity, hard work, and grit shaped the West into the remarkable place it is today.

The “Families of the West” program is the perfect way to honor your family’s legacy while securing the future of the National Western Center, one of the nation’s most ambitious redevelopments and one destined to become a centerpiece of the West.

### FAMILIES CURRENTLY IN THE GALLERY

- Coors Family**
- Grant Family**
- Freyer Family**
- Fulenwider Family**
- Hamilton Family**
- Mizel Family**
- Petrie Family**
- True Family**





2'0"

3'0"



## THE EMMERSON FAMILY

**RAGGED ROCK RANCH  
HILLSIDE, COLORADO**

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### FAMILIES OF THE WEST PORTRAIT GALLERY

Custom hand-crafted 2' 0" x 3' 0" frame to showcase your family's portrait (landscape format, approx. size 12" x 8") and story (name embossed in gold, approx. 250 words of text).