

a campaign for the National Western Center



Photo Credit Tommy Collier

## **Personal Message from Pete Building a New National Western Center...brick by brick**

We are closing in on the \$60MM mark in the campaign. That is a tremendous achievement, but we have a long way to go to make the campus – and our Legacy Building – a reality. I am nothing short of amazed at the response to our campaign. From the \$100 check a longtime volunteer sent with a note saying that she and her late husband "were both great fans of that special time each January" to Sue Anschutz-Rodgers' naming of the Livestock Center because she thinks the Western way of life should be preserved for all – gifts have come in every size and with great

As I have said from the start of this campaign, we want to create opportunities and space for everyone to be involved. That is why, over the coming months, we will be rolling out a number of new campaign initiatives in a variety of price ranges.

In August we rolled out our new Families of the West program. Based in the Legacy Building,

stories attached.

Families of the West will offer 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. A contribution of \$250,000 affords the once-in-a-lifetime opportunity to highlight your family's legacy at the heart of the National Western while helping make the new National Western Center a reality.

This month, I am proud to introduce our Legacy Bricks program. It's a great way to cement your passion for the National Western into the Stock Show's new world headquarters while providing vital support to the Honoring the Legacy campaign for the new National Western Center. The program's contributors will receive a century-old brick preserved from the historic National Western Yards and inscribed with your name or that of someone you'd like to honor. The bricks will be prominently displayed in the National Western Center's new Legacy Building.



The proposed "brick wall" in the Legacy Building

This one-time opportunity to own and publicly share a piece of National Western history is available for a contribution of \$500.

As you all know, the National Western Center will we 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, Western art, and more. The 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.

Western Center, and your gift will help us realize, in bricks and mortar, this vital new centerpiece of the West. You can find more information and reserve your brick here.

The Legacy Brick program carves out a place for you or someone you love in the new National



## In August, we hosted a party for our first 215 donors to the campaign. You may recall that last spring we initiated an

bigger and louder party than the first.

**NEXT 1000...Yup, you read it right!** 

effort to double the number of donors by the end of June from 100 to 200. We did, and I am so grateful to those who responded. And now, for the next milestone, I want to challenge everyone to help me get to the NEXT 1000 by the end of Stock Show

2020. I am aware that this is a very bold – maybe even crazy goal. But we cannot do things small to build the visionary and transformational campus I know we all want. We have raised nearly \$60MM with only 215 donors. Can we get another 785 of you to buy into that vision – at any level? Again, I will host an event for the NEXT 1000, and it will be a

We'll start right now: anyone who makes a gift between now and January 31, 2020 will be included in our festivities. You can learn more about your giving options and make a gift online by visiting honoringthelegacycampaign.com/donate/.





nearly a quarter century ago. In recent years, his children have come along, too. "It is important to me that our Western values and heritage are passed on to our children and future

generations," he said. The decision to support a fire pit was an easy one, he added. "I can't think of a more iconic image of the West than cowboys sitting around the campfire telling stories after a hard day's work. In that spirit, the Dodge family was delighted to sponsor a fire pit on the Legacy Building's

Honoring the Legacy campaign. "The law and lawyers have played an important role in the development of the West – from water rights to bringing outlaws to justice," he said. "I think it is important for lawyers to celebrate and extend that legacy through participation in the

**Stock Show 2019 Highlight Video** This month I hope you enjoy meeting the

## was joined by the chairman of the WSSA Board, Doug Jones, and Board Members Ron

Hoffman family from Nebraska. They've been coming to the Stock Show for 50 years. I

development of the National Western Center."

Williams and Guy McEndaffer, and as you will see, it was real "Stock Show weather" that day! <u>Here's the link</u>.



2020 STOCK SHOW:





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

Angela S. Lieurance

and to purchase tickets for events and rodeos

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

honoringthelegacycampaign.com

the National Western, visit