



Photo Credit Tommy Collier

Personal Message from Pete

As our campaign evolves, so does our digital presence

The National Western may evoke horses and cattle more than bits and bytes, but anyone familiar with modern farming and ranching knows how vital a role modern technology plays. So too with our campaign for the National Western, and we've made a few changes on the digital side I'd like to tell you about.

First, we've refreshed our website at honoringthelegacycampaign.com. The previous version did us proud and was easy on the eyes – that wasn't the issue. But truth be told, we launched it before we barely had a dime in the campaign's coffers. Now we've brought in more than \$53 million in donations and pledges toward our ambitious \$100 million goal. The new website's landing page picks up on this Roundup's "Donor Spotlight" feature, showcasing a smattering of our donors and with many more to come on a regular basis.

When we launched our campaign and the accompanying website, the [four facilities](#) we're supporting, while nicely drafted by our architects, remained works in progress even on the conceptual level. Now we've got them more or less nailed down – and with that, have a sense of the naming opportunities we can offer our generous donors. I have to say, the deeper we've gone into the details of the [Sue Anschutz-Rodgers Livestock Center](#), the [Equestrian Center](#), the [Cille and Ron Williams Yards](#), and the [Legacy Building](#), the more impressive they have become. I can't wait to experience them in bricks and mortar.

The website will remain the place to go to keep abreast of our campaign. But with the website's update, we're also launching a Facebook page as well as ramping up Instagram and Twitter accounts. So you now have several ways to keep a finger on the campaign's pulse. And we will keep you posted every step of the way.

This Campaign Roundup, I'm happy to say, will continue. But I'd like to add one thing, though. I've led the conversation for the better part of two years. Now I'd like to bring you into it. If you have a question about the campaign or the new National Western Center, type pcoors@nationalwestern.com into the subject line of an email and ask away. We'll feature your questions each month in this Roundup, and I'll be happy to share insights sparked by your curiosity. Don't be shy: if you've got a question, chances are others do, too, and the answers will be of interest to many.



Once again let me shine the spotlight on the 214 donors who have helped us raise more than \$53MM to date. On August 26, we hosted our NEXT 100 event, the happy hour I promised to those of you who helped us exceed the 200-donor mark. It was a great evening – fun, casual, and best of all, the only agenda was to say "thank you." People who gave amounts ranging from \$25 to \$10 million were on hand, and let me reiterate: we need every gift, of any amount, if we are going to achieve or even surpass our goal. My goal is to have thousands of people participate in the campaign and become stakeholders in this remarkable place we're building. In the coming months we will be rolling out many more naming options at every level. I hope we can get to a thousand donors soon!

[Check out photos from our event.](#)

Stock Show 2019 Highlight Video

This month's video features [Tim Sparrow](#), whose family has shown draft horses at the Stock Show for generations. In fact, I had the honor of knowing Tim's granddad. Spending time with Sparrow family and seeing their magnificent draft horses reminds me that one of the great things about the new [Equestrian Center](#) is that not only will it feature more permanent stalls – 750 of them – but they'll also be bigger: 12 feet by 12 feet. The extra space means greater comfort for all horses and plenty of room for Tim's draft horses too!



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

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

honoringthelegacycampaign.com