



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Stock Show



Campaign Roundup

from Pete Coors

Photo Credit Jensen Sutta

A Message from Pete Coors

The dog days of summer are upon us here in Colorado, although I can't recall a summer quite as drenched and verdant. The money raising slows a little during these months, but the work surely does not!

Just last week a group of us gathered to select the designer for the Legacy Saloon. If you happen to be on campus, you'll notice work on the Sue Anschutz-Rodgers Livestock Center in full swing. Caissons are being drilled and beams are being placed – it's really taking shape. The Denver City Council recently approved a measure that supports the impending progress of our Equestrian Center. As you know, the entire project has experienced some delays due to Covid and residual complications, but the time has come to design and build the new Equestrian Center as part of the National Western Center development. Our campaign, still sitting at just over \$107MM, has a very robust fall planned, with many events on our calendar starting in September.

This month, I am thrilled to be able to share with you the design and details of a project that's been taking shape for months now: the Armed Forces Memorial.



Several years ago, a group of members and friends of National Western came to Paul Andrews with the idea of doing some sort of memorial for all who serve and have served. As you may know, the National Western has a long and robust history of shared values and direct support of our military, not the least of which is Military Appreciation Night at a rodeo during our Stock Show every year. In fact, deep within the National Western archives, we discovered the program below, dating back to 1944, as well as an article about the Stock Show from the Fort Collins Express-Courier from January 21, 1926 that covered military night at the Stock Show's horse show.

The vision for this Memorial was to celebrate the spirit of the American West and honor those who have served and continue to serve our great country. A selection committee, consisting of myself, Doug Jones, Tom Petrie, Lanny Martin, Paul Andrews, and Angela Lieurance, interviewed three artists in person and settled on Colorado artist Gail Folwell. Gail is from Basalt and is a celebrated graphic designer, illustrator, and sculptor. She has public and private commissions for patrons including the Denver Art Museum, the University of Notre Dame, the Pro Football Hall of Fame, and Vail Resorts, to name just a few.

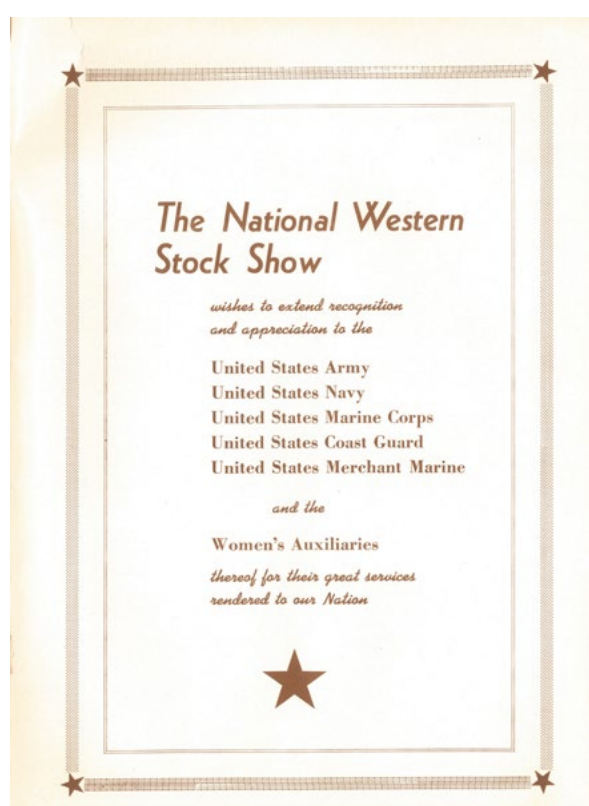
The Armed Forces Memorial will be prominently located at the entrance to the National Western Stock Show's new Legacy Building, where the two primary streets serving the redeveloped National Western Center meet. Its prominence on the National Western Center campus embodies the deep ties between the National Western and the U.S. armed services.

The Memorial will be a stunning centerpiece, consisting of three larger-than-life, stylized-bronze horses in full gallop. They will rest on an eight-foot-tall marble pedestal. One face of the pedestal will host two-foot-diameter shields emblazoned with the emblems of the Army, Navy, Air Force, Marines, Coast Guard, and Space Force.

Mounted on the other three flanks of the pedestal will be bas-reliefs with scenes that pay homage to those serving in the Armed Forces. Six seating areas will surround the pedestal, each engraved with a core value of the American Armed Forces and the National Western Stock Show.

The Armed Forces Memorial will at once celebrate the legacy and vitality of the National Western and honor our Military Services and their families. The Memorial will combine wonder, grace, and humility in an iconic work of art that will at once inspire, teach, and heal.

You can check out the donor opportunities [HERE](#).



Video of the Month

In keeping with a patriotic theme, we take you back to a snowy, cold January day, when Doug Jones and I were in the Yards talking with exhibitors and decided to do an impromptu [video](#). The purpose was to encourage our WSSA Members to contribute to the Members' Flag, which flies high above the Cille and Ron Williams Yards. To date, 170 members have contributed to this effort. Donors will be recognized at the base of the flag as seen here.

If you want to be a part of this, you can do so by [clicking this link](#) and donating either \$100 or \$300.



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

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Stay in touch with us on social media:



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

honoringthelegacycampaign.com