

THANKS ALL AROUND



A Message from Pete Coors

You've heard a lot from me and the campaign recently, so I'll keep this short. Today marks the final day of Celebrating the Spirit of the National Western Stock Show, and some thank-yous are in order.

First, thanks to the many musicians, entertainers, and familiar faces whose contributions made this 16-day virtual event possible. We've put together a list of them – check it out below. When I look that list over, I'm awestruck and humbled that so much extraordinary (and busy) talent took the time to support the National Western. Their generosity helped us keep the Stock Show in our collective consciousness despite a pandemic that kept us from gathering at the great event in person this year. And a special thanks to Jim Salestrom, my old friend and [duet partner](#). He went through his Rolodex, and many of the artists on that list emerged from it.

Second, thanks to our sponsors, Happy Hour and Marquee Concert sponsor Molson Coors Beverage and the Coors Banquet brand; kids'-programming sponsor Wagner Equipment Co.; media sponsor *The Denver Gazette*; and Stanton Dodge and family. We couldn't have pulled this off without your help.

Third, thanks to my fellow Western Stock Show Association board members and capital campaign committee—and to everyone whose hard work made the last 16 days possible. We could not have done it without you!

Finally, thanks to you for joining us for Virtual Happy Hours, the Marquee Concert, and for watching videos ranging from interviews with Stock Show Icons to a tour of the Cille and Ron Williams Yards. (By the way, congratulations are in order: it was just announced that Ron will be the 2022 Citizen of the West when the Stock Show reconvenes next year.) If you missed some of the videos, many are available on our [YouTube channel](#). We've received countless calls, emails, and texts letting us know you enjoyed the programming.

This event came to be because a few of us couldn't quite come to grips with the idea of letting a Stock Show January pass us by without the warmth of some sort of shared experience. Little could we have imagined such an outpouring generosity from so many corners of the West.

And now to get back to the business at hand: achieving our \$100 million campaign goal – and even exceeding it. There are still plenty of ways to be a part of this exciting effort, and I encourage you to take a look at the many [donor opportunities](#) on our website. There really is something for everyone: from bricks and brands and horseshoes to benches in the Legacy Building and paddocks in the Equestrian Center. I hope you will join us in what I refer to as one of the most transformational projects this region has ever seen.

Thanks again to everyone for helping me feel a little less lonely and a little more connected this month. All those thank-yous stack up to one obvious conclusion: the future of the National Western is indeed bright. See you there in person in 2022!

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wishes to thank the following
individuals for their vital roles in
making these Virtual Happy Hours and
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CASEY SALESTROM



With deep appreciation to Molson Coors Beverage and Coors Banquet



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a campaign for the National Western Center

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

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