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...well, it is time to look back at some more stories about a Special Space and how it came to grace that arena. 

Historically, given the Witwer family’s legendary history with the National Western Stock Show, I can’t think of a better name for the new arena to be known in perpetuity as the Stow L. Witwer Memorial Show Arena. Given the Witwer family’s continued commitment to youth involved in agriculture and the livestock industry, and the heritage of the National Western, this is a fitting and appropriate name for the arena.

And today, I am thrilled to announce the naming of the Stockyards Show Arena. That great space will be known in perpetuity as the Stow L. Witwer Memorial Show Arena. Given the Witwer family’s continued commitment to youth involved in agriculture and the livestock industry, and the heritage of the National Western, this is a fitting and appropriate name for the arena.

Now, I am also happy to announce the naming of the concourse inside the Stockyards event center named by the Cross H Foundation and Bill and Cille and Ron Williams Yards and the Hutchison Family Stockyards Event Center. We also have the privilege to name the main components of that area named for stellar donors: the Stow L. Witwer Memorial Show Arena.

And for the record, no matter how much you enjoyed the programming. I was particularly pleased to hear so many of you tell me you participated in our special kids’ programming. Thank you for being with us virtually and also for the many kind notes, calls, and texts you sent to all of us to let us know how much you enjoyed some of them. We have recorded some of them in the coming year. We'll be replaying some of them in the coming year.

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

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For questions about the campaign or making a gift, please contact Angela S. Lieurance, Director of the Capital Campaign.

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A Message from Pete Coors

Pete Coors is the President and CEO of the National Western Stock Show Association. Pete was born in Denver and is a fourth-generation member of the Coors family.

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