



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

A Message from Pete Coors

Celebrating the Spirit of the National Western Stock Show is officially underway – in fact, in case you missed it, the 16-day virtual event launched last Saturday with Jim Salestrom’s wonderful “Buffalo Bill: Stories and Songs” and, on Sunday, video updates on the status of the new Livestock Center and our campaign’s Legacy Brick and Branding Walls programs. You can rewatch it [here](#).

On this Monday, we’re catching our breath. In fact, you’re reading the entertainment of the day, so I’d better keep it interesting – or at least informative.



Let’s talk logistics. Every day through Sunday, Jan. 24, we’ll be sending out one or more brief emails with links to the *Celebrating the Spirit* events of the day. So, keep an eye out for emails from this address. (If you have friends who aren’t on the Honoring the Legacy campaign distribution list, feel free to send this to them so they can [opt in](#), and we’ll keep them in the loop, too.)

For example, tomorrow morning (Tuesday, Jan. 12) at 7:30 a.m., we’ll be emailing out a link to my visit with renowned custom hat maker Coleen Orr. Then, at 5 p.m., you’ll receive a link for the first of our Virtual Happy Hours. That first Virtual Happy Hour includes the sounds of the Nitty Gritty Dirt Band, Chris Daniels, my old friend Jim Salestrom and his son James Salestrom, Jenny Tolman, and many more outstanding musicians and friends.

In the coming days, these email links will lead you to songs and greetings of Richie Furay, Livingston Taylor, Laney Lou & the Bird Dogs, Sons of the Pioneers, Gary Mule Deer, Michael Martin Murphey, Brooks & Dunn, Ken Burns, Peyton Manning, and others – and that’s just a sampling from the first week! Week two, including the Marquee Concert on Friday, Jan. 22, will add Baxter Black, Suzy Bogguss, Dick Hardwick, Jenny Tolman and others to the mix.

In addition, you’ll enjoy interviews with Stock Show Icons, introductions to the major facilities, some fascinating interviews with cowboys and cowgirls from the National Finals Rodeo stars, and a whole lot more.

Also, the event’s official media sponsor, [The Denver Gazette](#), is sharing stories and other information about the event and the National Western throughout the 16 days. If you haven’t seen it, they ran a piece I wrote about the origins of *Celebrating the Spirit* in yesterday’s edition, which you can read [here](#). We could not be more pleased with this partnership. *The Denver Gazette* is an interactive news source with integrated videos and photo galleries that bring your news to life. If you’re on the go, you can even have the news read to you on your phone or through the app. And remember, every day through Sunday, Jan. 24, head over to *The Denver Gazette* (www.denvergazette.com) to check out exclusive stories, videos, photo galleries, and more.

Watch your inbox for more information and links to shows I know you’ll enjoy. Again, the *Celebrating the Spirit of the National Western Stock Show* calendar is [available here](#).

WE ARE SO GRATEFUL

I want to offer my sincere thanks to those whose generosity made all this possible – we simply could not do it without these terrific sponsors:

- Happy Hour and Marquee Concert sponsor **Molson Coors Beverage and the Coors Banquet** brand.
- Kids’-programming sponsor **Wagner Equipment Co.**
- **Stanton Dodge and Family**, who pitched in to enable us to produce a slew of Stock Show Videos we’ll be sending you links for.
- **The Denver Gazette** for signing on as the official media sponsor for our first, and hopefully last, VIRTUAL Stock Show!

AND MORE...

- I would be remiss if I did not give a huge shout-out to **Ed Greene**, who is the official host of our Happy Hours and Marquee Concerts and helped us on many of the videos you will see.
- And a sincere shout-out to my dear friend **Jim Salestrom**, who served as the campaign’s music advisor for this project. Jim has a lot of friends, and I think he called upon all of them to help us out, as well as sharing his own musical talents!

READ THIS PLEASE: A NOTE ON HOW TO WATCH AND ENJOY OUR VIDEOS AND HAPPY HOURS

Videos

The links to the videos will land in your inbox by 7:30 a.m., with one or two exceptions that will be sent at noon. Those links can be accessed ANY TIME that is convenient for you, and you can watch them again and again!

Happy Hours and Concerts:

The links to the Happy Hours and Marquee Concert will land in your inbox at 5 p.m. from Jan. 12 through Jan. 22. Feel free to enjoy them from the moment you receive the email until 8 a.m. the following day. After that, you’ll need to simply request a password to watch again. Chloe will have that for you – just send her a quick email at cmcardante@nationalwestern.com.

IT’S SIZZLING GOOD....

And, to get you in the mood for some really great music, enjoy this [sizzle reel](#) we put together!



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