



## HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

### A Message from Pete Coors

You may notice this month's Roundup is coming to you earlier than normal, and you're right—but that's because I have a lot of news to share!

In the last few of these Roundups, I've talked about how disappointing it was to make the difficult – but ultimately correct – decision to postpone the 115th-annual National Western Stock Show until 2022. I've also mentioned that we were putting together a virtual event to keep us a little more connected and a little bit less lonely during those 16 days in January when we'd all usually be together.



Well, that virtual event starts this Saturday, Jan. 9 and continues through Sunday, Jan. 24 (check out the printable calendar). Let me tell you: we're going to enjoy a Who's Who of country and other music, shout-outs from household names, and a whole lot more. Thanks to the generosity of so many talented people, *Celebrating the Spirit of the National Western Stock Show* will truly live up to its name.

This series of daily virtual happy hours, a Marquee Concert, interviews, and special features all started with a phone call to an old friend: Emmy award-winning singer-songwriter Jim Salestrom. Jim embraced the idea, and he and I started to reach out to our friends.

I was hoping we'd get maybe a handful of musical acts and a smattering of greetings. Little did I know that the combination of Jim's charm and the National Western's draw would bring such a fantastic response.

Dozens of musicians and other entertainers volunteered to contribute videos of their music. Among them include Michael Martin Murphey, Baxter Black, Brooks & Dunn, and the Nitty Gritty Dirt Band. Others contributed greetings just for the Stock Show audience: Luke Bryan, Peyton Manning, John Elway, Ken Burns, and others. Famed rodeo clown Justin Rumford agreed immediately to host a Saturday morning for kids. National Finals Rodeo stars said they'd share lessons that only cowboys and cowgirls can teach. No one said no.

What started as a vague idea had, within just a couple of harried weeks, blossomed into a full-on virtual festival. To these riches we added interviews with Honoring the Legacy campaign leaders including Sue Anschutz-Rodgers, Ron Williams, Doug Jones, Paul Andrews, and myself, as well as with "Stock Show icons" such as Pat Grant, Chuck Sylvester, Dr. John Matsushima, Dr. Marvin Beeman, and Don Manuello. We're carrying on the cherished tradition of the Cowboy Church and Founder's Memorial service and lined up Dr. Alveda King, Martin Luther King, Jr.'s niece, to deliver the sermon. Tying it all together will be Denver television and radio personality Ed Greene, who will serve as host and emcee for all shows.

Generous sponsors joined us to help make it all possible and spread the word: Happy Hour and Marquee Concert sponsor Molson Coors Beverage and the Coors Banquet brand; kids'-programming sponsor Wagner Equipment Co.; official media sponsor *The Denver Gazette*; and Stanton Dodge and family pitched in, too.

For details on the schedule, visit the Honoring the Legacy campaign's [event website](#) or that of [The Denver Gazette](#) and stay tuned to emails with links to the events themselves we'll be sending out to this list. If you have friends who might be interested, be sure to have them [opt in](#) for scheduling and event-specific emails.

I couldn't be happier about how these virtual events have turned out, and I can't thank the dozens of longtime friends of National Western, board and campaign members, musicians, performers, and leading lights of the West enough for their contributions.

So, watch your inbox for more information and enjoy the shows! Again, the *Celebrating the Spirit of the National Western Stock Show* calendar is [available here](#).

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

#### 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

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