



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

MILESTONE MOMENT

National Western's New Livestock Arena and Livestock Auction Arena to be named for CoBank

As the 116th National Western Stock Show rolls into its first full week in two years, I'm thrilled to share some fantastic news with you: CoBank has announced a major, \$5 million gift to support the new National Western Center. It's a huge leap forward in making the National Western Center vision a reality. It's also the largest philanthropic gift the bank has ever made.

To honor the support of one of the great financial services providers for rural America, the two major arenas within the Sue Anschutz-Rodgers Livestock Center will in perpetuity be known as the CoBank Livestock Arena and the CoBank Livestock Auction Arena.



From left to right: Paul Andrews, Tom Halverson, Pete Coors, Doug Jones
Photo credit: Jensen Sutta

The 146,000 square-foot CoBank Livestock Arena will be the centerpiece of the new Livestock Center. With seating for up to 5,000, the space will be one of the most vital and heavily trafficked locations on the National Western Center campus during the National Western Stock Show and throughout the year.

The 10,000 square-foot CoBank Livestock Auction Arena will seat 700, and it will be home to one of the Stock Show's most prestigious and iconic events: The Junior Livestock Auction.

When not in use for the Stock Show, the CoBank arenas will host a variety of special events including concerts, high school athletic competitions, educational programs, and consumer trade shows, making these new arenas highly visible, year-round destinations. Construction on the Livestock Center is slated to start in June 2022, with completion expected in January 2025.

Western Stock Show Association Board Chair Doug Jones stressed the importance of CoBank's support – as well as its timing.

"Five years into this fundraising effort, and after seeing last year's Stock Show postponed, having such a pillar of the Western community step up as CoBank did – that's just an enormous boost to this campaign and the National Western Center's future," he said.



Tom Halverson, "Delilah" and Pete Coors
Photo credit: Jensen Sutta

While this audience is no stranger to CoBank, let me share a few details about this benefactor. Based in Greenwood Village just a few miles south of National Western's home, CoBank is a \$155 billion cooperative bank serving vital industries across rural America. The bank provides loans, leases, export financing and other financial services to agribusinesses and rural power, water, and communications providers in all 50 states. CoBank also provides wholesale loans and other financial services to affiliated Farm Credit associations serving more than 75,000 farmers, ranchers and other rural borrowers in 23 states around the country, and it's a member of the Farm Credit System.

Thomas Halverson, CoBank's president and CEO, described the \$5 million gift as an investment in the future of agriculture and other vital rural industries CoBank serves.

"The CoBank and Farm Credit missions align directly with the vision for the new National Western Center, which will become a world-class hub for agriculture, education and innovation," Halverson said. "We are delighted to be a part of this effort, which will introduce the vitality and possibilities of agriculture to new audiences and new generations."

National Western CEO Paul Andrews echoed those words.

"I can't think of a better way to name two of National Western's highest-profile arenas," he said. "The CoBank Livestock Arena and the CoBank Livestock Auction Arena are perfect places to showcase the bank's longstanding support of the farmers, ranchers, and others who continue to build the Western legacy National Western has long celebrated – and will continue to celebrate in no small part thanks to CoBank's support."

To Tom and the entire CoBank team, sincere thanks from all of us at National Western.

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

Angela S. Lieurance
Director of the Capital Campaign
Western Stock Show Association
4655 Humboldt Street
Denver CO 80216
alieurance@nationalwestern.com
303-919-5214

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