



HONORING ~~THE~~ LEGACY BUILDING THE FUTURE

a campaign for the National Western Stock Show

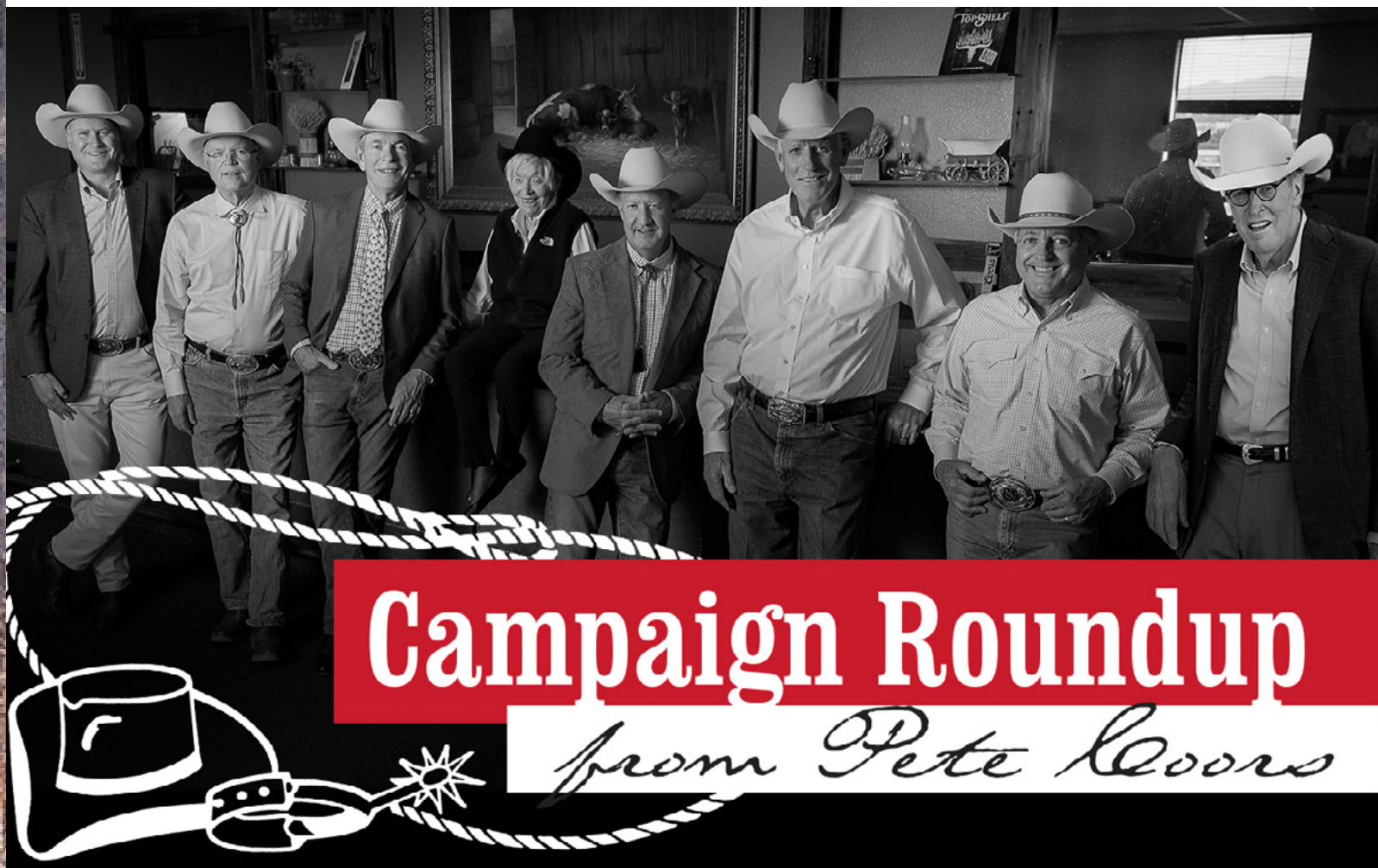


Photo Credit Jensen Sutta

A Message from Pete Coors



Howdy from the 119th-annual National Western Stock Show! As we approach the end of this year's show, I wanted to send a brief Roundup to you all with a simple message: It's last-call time, friends!

By January 31, we must close out our [Legacy Saloon Brick](#) and [Legacy Brick](#) programs, as well as our [Branding Walls](#) efforts. As you've seen, The Legacy is really taking shape, and it's time for the bricks and brands to go into production!

As of today, we have 208 Saloon Bricks left for \$1,000 each, 239 Legacy Bricks remaining for \$500 each, and 240 of our \$1,500 wood brands left.

If you're coming to the Show this week before it closes out on Sunday, you can stop by Campaign Headquarters in front of the National Western Club between the hours of 11 a.m. and 3 p.m. – OR you can [go online anytime](#) and make those purchases.

These are terrific ways for you to be a part of our campaign and leave your legacy. I'm so excited about our Legacy Saloon Brick program that I'm buying bricks to honor my grandfather and all his siblings. I've also purchased bricks for all the grandkids! I can't wait to see their names inscribed into bricks from the old Yards on display in the Legacy Building, where they'll forever be part of the National Western's history.

Hope to see you this weekend, don't miss your last chance to be a part of our Legacy Saloon Brick, Legacy Brick, and Branding Walls opportunities!

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

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