



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Stock Show

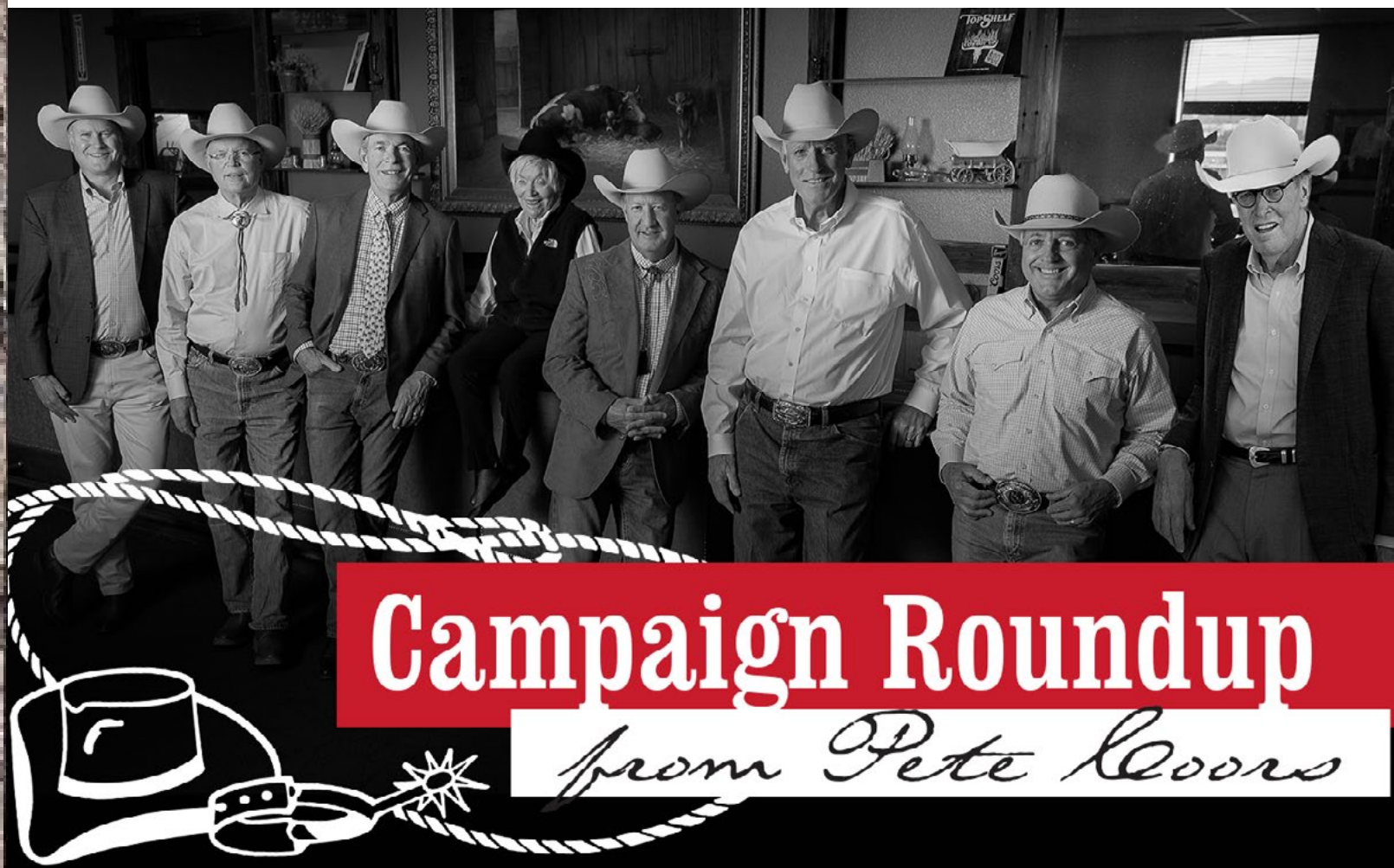


Photo Credit Jensen Sutta

A Message from Pete Coors

There's a famous Winston Churchill quote that says, "We shape our buildings; thereafter, they shape us." Lately, I have been thinking about what this really means, since I have been spending a lot of time focused on National Western's new world headquarters, the Legacy Building.

Not only do we continue to fundraise for it (the price tag is now in the \$90MM neighborhood), but I also had the good fortune of being a part of an incredibly special 3D video we produced along with Tryba Architects and Josh Gold Photography. If you attended this year's annual meeting, you saw it debut on the big screens. You can watch it yourself via the link below.

My thoughts have centered on how we have carefully – meticulously – "shaped" this building. This building will tell the world what we as an organization value. It will tell our visitors the worth we place upon legacy. It will convey our obsession with our future. And it will show just how important our Members are to us.

As I watch this video, and virtually walk through the building, I am struck by how I am seeing our values play out, floor by floor

- Our educational mission will be on full display in spaces like the World Heritage Center and the American Values Conference Center.
- Our commitment to promoting and displaying Western art will be bigger and better than ever, especially in the Katherine and J. Robert Wilson Art Gallery.
- The special bond National Western has with the military will be on display like never before through our Armed Forces Memorial.
- There will be so many places to gather together in our new building – there are seven bars, a saloon, three terraces, six fire pits, four massive stone fireplaces, and, of course, the new National Western Club – a real showstopper!
- We will never forget where we came from, and you'll see historic bricks, parts of the old pens and gates, and wood from the Yards used throughout the building.

We have poured our hearts, souls, and dedication to the West into this building, and I hope you see and feel that, too. Watch it [HERE](#) and let us know what you think by shooting Campaign Director, Angela Lieurance, an email at alieurance@nationalwestern.com.

And check out the latest naming rights for the Legacy Building [HERE](#). Notably, we have added some really great opportunities with our Armed Forces Memorial, a new piece of outdoor art that will hang on the building, and a refurbished vintage neon Stock Show sign outside on the Coors Family West Terrace.



It Took a Herd

Last Friday, over 400 donors and their family members gathered for our "It Takes A Herd...To Raise \$100MM" thank-you party. It was such a great night, complete with music, a petting zoo, face painters, a great Western BBQ, and a whole lot more. Ed Greene from 9News was on hand to serve as our MC, as usual. Plus, we toasted Nancy and Doug Jones, who were celebrating their anniversary with us, by feting them with a miniature replica of their wedding cake! Overall, a great evening.

I really love events like these, where the only purpose is to say, "Thank you." To date, we have raised more than \$107MM, and we aren't slowing down. There's a full gallery of photos from the evening on our [website](#).

And let me again offer my sincere thanks to all those who have donated to date. There's still time to leave your legacy and help build for our future. Visit our [campaign website](#) to learn more.

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