



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Stock Show



Photo Credit Jensen Sutta

A Message from Pete Coors

With this edition, the Campaign Roundup celebrates its fifth Anniversary! Since May 22, 2018, we have been coming to you the third Tuesday of each month – and I am proud to say we've never missed a single one. There have been 70 editions counting the special editions we've done through the years, and I am even prouder to tell you that you have kept reading every issue. We average open rates above 30% with most issues and have hit higher than 50% with some of our special editions. To me, these open rates demonstrate something far more than a good newsletter: They are evidence of the great interest and enthusiasm our readers have for this campaign, the project, and the National Western.

I went back to that very first edition, sent out almost five years ago to the day. There were two fewer Vice Chairs in the photo than we have today, and it was a reminder of what great additions Bruce Wagner and Stanton Dodge have been. They joined Doug Jones, Paul Andrews, Sue Anschutz-Rodgers, Pat Grant, and Ron Williams, who have served admirably from the beginning. I reported that, "To date, we have over \$19.5MM pledged from more than 40 donors." Wow! What a difference five years make. Today, we are at \$107MM, with just under 1,000 donors.

Thank you all for five years of reading, engaging, learning, and giving. I cannot tell you the number of donors who have given and then told us they did so because of something they read about in the Roundup!

And I can think of no better way to mark the occasion than by announcing a major MILESTONE MOMENT for the Campaign. Please read on...



I am pleased to announce that the Honoring the Legacy Campaign has received a generous donation from the Rob Walton Foundation and the Penner Family Foundation. We could not be more thrilled to have received support from these committed members of our community. We are especially grateful for our alignment with both foundations.

Greg Penner told me, "Carrie and I appreciate the National Western Stock Show's impact and history in our community. We're proud to support an organization that advances educational opportunities for local youth, encourages access to diverse career paths and celebrates Denver's Western heritage." Greg Penner, Carrie Penner and Rob Walton love Colorado's great outdoors and are excited to contribute to this local tradition.

We are so thankful for the support from the Rob Walton Foundation and the Penner Family Foundation. It's great to have them in Denver!

It Takes a Herd

If you are a donor to the Honoring the Legacy Campaign at any level, you are invited to join us on June 16 for our thank-you event: "It Takes A Herd... to Raise \$100MM." You should have received your invitation in the mail by now, but in case you haven't, just email Chloe Mercardante at cmercardante@nationalwestern.com to RSVP.



Campaign Video: Toss Back Tuesday

In honor of this publication's fifth anniversary, we're tossing it back to the very first video we shared: [2018 National Western Stock Show Highlights](#). We were in the "old" Yards, talking about how people would feel about the new Yards!

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