



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Stock Show

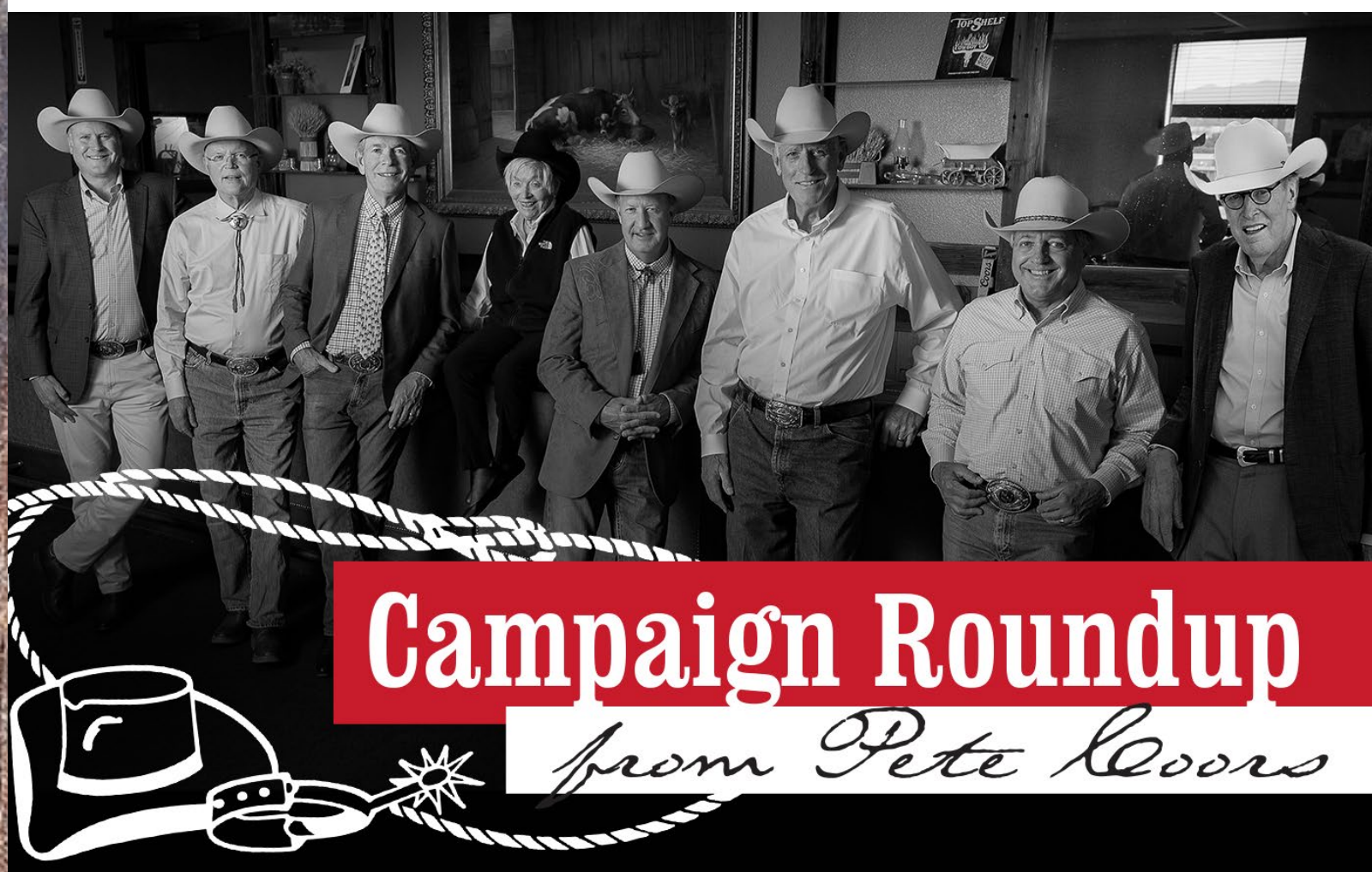


Photo Credit Jensen Sutta

A Message from Pete Coors

Even after 94 editions of these Roundups, I always come back to the same theme every November: gratitude. This year, we have even more to be grateful for as we stand on the cusp of opening the Sue Anschutz-Rodgers Livestock Center and The Legacy. In just a few short weeks, these buildings will come to life! As grand as they are – and let me tell you, they ARE grand – they won't truly manifest their potential until filled with the human energy of their occupants and visitors.

It won't be long. On December 1, the Honoring the Legacy Campaign will host the official ribbon cutting at the Livestock Center for donors. It seems like only yesterday, on a very chilly January afternoon, that we broke ground. In fact, this month's Stock Show video is from that very event (see below).

Then, on December 8, we will have a donor celebration for major contributors to The Legacy; and on December 17, we're throwing the doors open to thank our brick, brand, and bench donors. Invites have gone out, so let us know if you and your family are coming!

Here are a couple throwback photos – one from our start of construction on February 1, 2024, and the second from the raising of the final beam on September 24, 2024. We've come so far, so fast, and we cannot wait for you to see the finished product.



At the risk of sounding repetitive, we would never be where we are without all our donors, and I remain so grateful for the support – and even more, for the faith you all had in us and this campaign.

I would be remiss if I didn't remind everyone that our work is far from over. While we have raised a remarkable \$130MM, we still need to finish what we started and get to the \$150MM goal line. There are still plenty of naming rights remaining in the Livestock Center. You can check them out [here](#). During Stock Show, Pat Shaw, who is leading that fundraising effort, will host several lunches and tours. If you want to be included in those events, just [click here](#) and then check "Livestock" on the form. We have a few naming rights remaining in The Legacy, and you can find those [here](#).

And speaking of Stock Show, we have some fun things in the works! We won't be doing our "Campaign Headquarters" this year, since that piece of our work is done, but we will still be out in full force. The campaign will also be hosting a luncheon just for our equestrian friends. If you want to be included in that invite, please click [here](#) and then check "Equestrian" on the form.

While it's been a long time coming, the Equestrian Center is happening, and we're committed to breaking ground on this long-awaited addition in the first half of 2026. If you're thinking about leaving your mark with an Equestrian Center naming right, now's a good time to [check them out](#). I suspect they're going to go fast.

We will also be offering our donors tours of The Legacy, so watch for information on those in next month's Roundup. We will do one last campaign lunch with our friends from Colorado Concern, and I am thrilled and honored to announce that Pat Fitzgerald, president and CEO of The National Cowboy & Western Heritage Museum, will be our featured speaker at the January lunch. And, of course, our Women of the National Western committee is planning yet another exciting Cowgirls & Cocktails event. We will have more to report next month on our campaign activities, so stay tuned!

I also want to offer a big thank you to everyone who submitted a video of their musical talents. We will be making those selections by the end of the month, and Angela will be in touch with those selected to perform in The Legacy Saloon during Stock Show.

But let me end as I began, by expressing my deep gratitude for our donors and volunteers who have donated time, treasure, and talents to me and this campaign. I am humbled every day by your generosity of dollars and spirit!

This Month's Video

Back to where it all started... please enjoy [this flashback](#) to the groundbreaking for the Sue Anschutz-Rodgers Livestock Center.



Donors: Please let us know you are coming...

If you are a donor to the **Sue Anschutz-Rodgers Livestock Center**,
[please follow this link to RSVP.](#)

If you are a donor to **The Legacy of \$25,000 or more**,
[please follow this link to RSVP.](#)

If you purchased a **brick, a brand, or a bench**,
[click here to RSVP.](#)

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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