



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Stock Show



Campaign Roundup

from Pete Coors

Photo Credit Jensen Sutta

A Message from Pete Coors

Last week, the Vice Chairs and I went on our annual retreat. This is a time for us to really dig into our most pressing challenges and opportunities, reflect on our successes, and map out our strategy for Stock Show 2025. Because I think of Roundup readers as insiders—family, really—I wanted to share the details of that retreat with all of you.

We came into this retreat at \$120 million and just over 1,200 donors, and on the cusp of our eighth anniversary since we started the effort. With about 627 days (or 20 months) to go and \$30 to \$40 million left to raise, the bulk of our meeting focused on how best to keep energy and interest high in our campaign. Eight years is a long time to be in campaign mode; by the time we wrap up on July 4, 2026, it will have been a 10-year campaign. And while there's no secret sauce to keeping momentum high, we think we have some great plans and ideas to do just that.

There's a lot going right with Honoring the Legacy. We're fortunate to still be having conversations about—and receiving—six- and seven-figure gifts as well as all those incredible, small-but-important gifts of all sizes! Our donors remain THE BEST. Foremost, they are committed to the end result, which is not just a series of new facilities, but a National Western that will be reimagined over the next year or so as we prepare to move into those new buildings.

Great progress has been made on both the Sue Anschutz-Rodgers Livestock Center and The Legacy. In fact, late last month, we selected most of the interior furnishings for The Legacy. Later this month, Campaign Director Angela Lieurance and I will be starting some “shopping” at local salvage and antique shops to pick out some special and unique items for the building. In short, we're in it to win it! My commitment, energy, passion, and belief in this project has not waned an ounce—and my Vice Chairs are standing strong alongside me.

We had some reality checks during our meeting, especially as related to timing and closing out naming rights. You will hear more about this in future communications, but let me just tell all of you who are waiting to support the campaign: NOW IS THE TIME! Stock Show 2025 will be the final opportunity for you to purchase your wooden [Brands](#), your [Legacy Bricks](#), and your [Legacy Saloon Bricks](#). Soon to follow will be your last chance to honor a prominent [Woman in Agriculture](#) or have your company's name and logo forever memorialized on our [Companies of the West](#) wall. We are estimating that, by the end of the second quarter of 2025, almost all naming rights will need to be finalized in the Sue Anschutz-Rodgers Livestock Center and The Legacy to ensure that we have time for all the appropriate signage to recognize our fantastic donors.

Stock Show 2025 will be an incredibly special one. We'll be saying goodbye to a lot of places and spaces that we all hold dear (the Club, the Bar...) for new locations that will host some of our most cherished events. And while the campaign will be offering some special opportunities to honor that legacy, we will also be focusing on what we are building for our future. In a forthcoming issue of the Roundup, I will be detailing our plans and can't wait to share those with you.

In the meantime, I want to make a special and somewhat urgent plea to those of you who have not participated in the campaign: Please head over to our website and see if [anything strikes your fancy](#). You can also call Angela at 303-919-5214 if you have any questions or need more information.

I want to end my message this week by saying “thank you.” The sizzle, the open rate, the readership, and the comments about the Roundup are stronger than ever. I want you to know how much your loyalty means to me personally—I'm forever amazed by and grateful for your support!

CONSTRUCTION Update



Photo credit Jensen Sutta Photography

Headlining our construction update this month is the topping-out ceremony we held at the end of September for The Legacy. In the course of just six short months, we broke ground and raised the final beam. That's really nothing short of remarkable, and I offer our thanks and kudos to our partners: Saunders Construction, Tryba Architects, and The Wells Partnership. It's been a terrific group effort, and we are grateful.

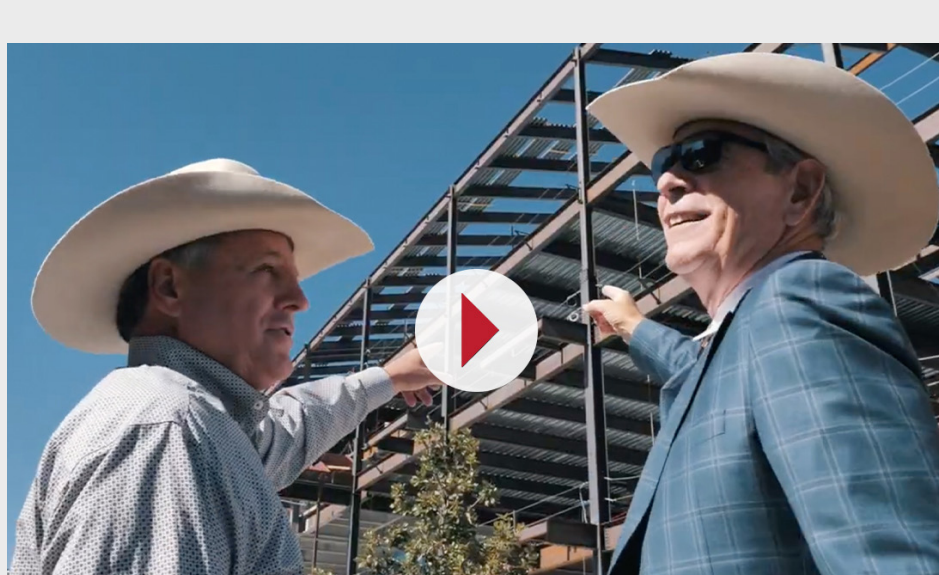
We coupled this beam-raising ceremony with our annual donor thank-you, because we wouldn't be where we are without our incredible donors. About 300 donors joined us under a perfect blue sky for a brief program, the beam-raising, and reception. We also offered about 75 of our guests tours of the Sue Anschutz-Rodgers Livestock Center. **By the way: If you were waitlisted for the tour this time around, please reach out to Chloe Bright in the campaign office and we'll give you priority placement on a tour during Stock Show.**

Ed Greene, who serves as the campaign's official master of ceremonies for our events, gave the event just the right polish, and I was particularly proud to have my grand-niece, Maisy Coors, sing “God Bless America” as the beam was raised. Doesn't get any better than that, and I offer our thanks to Ed, Maisy, and everyone who attended. You can view photos of the event [here](#).

A big part of our Stock Show plans will include tours of both facilities, as well as an opportunity to see details on the furniture and furnishings for The Legacy, so stay tuned!

The Legacy Topping Off Video

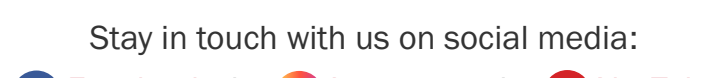
Take a look back at September 24th as we celebrated a major milestone for The Legacy with over 300 of our donors, friends, and partners.



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