

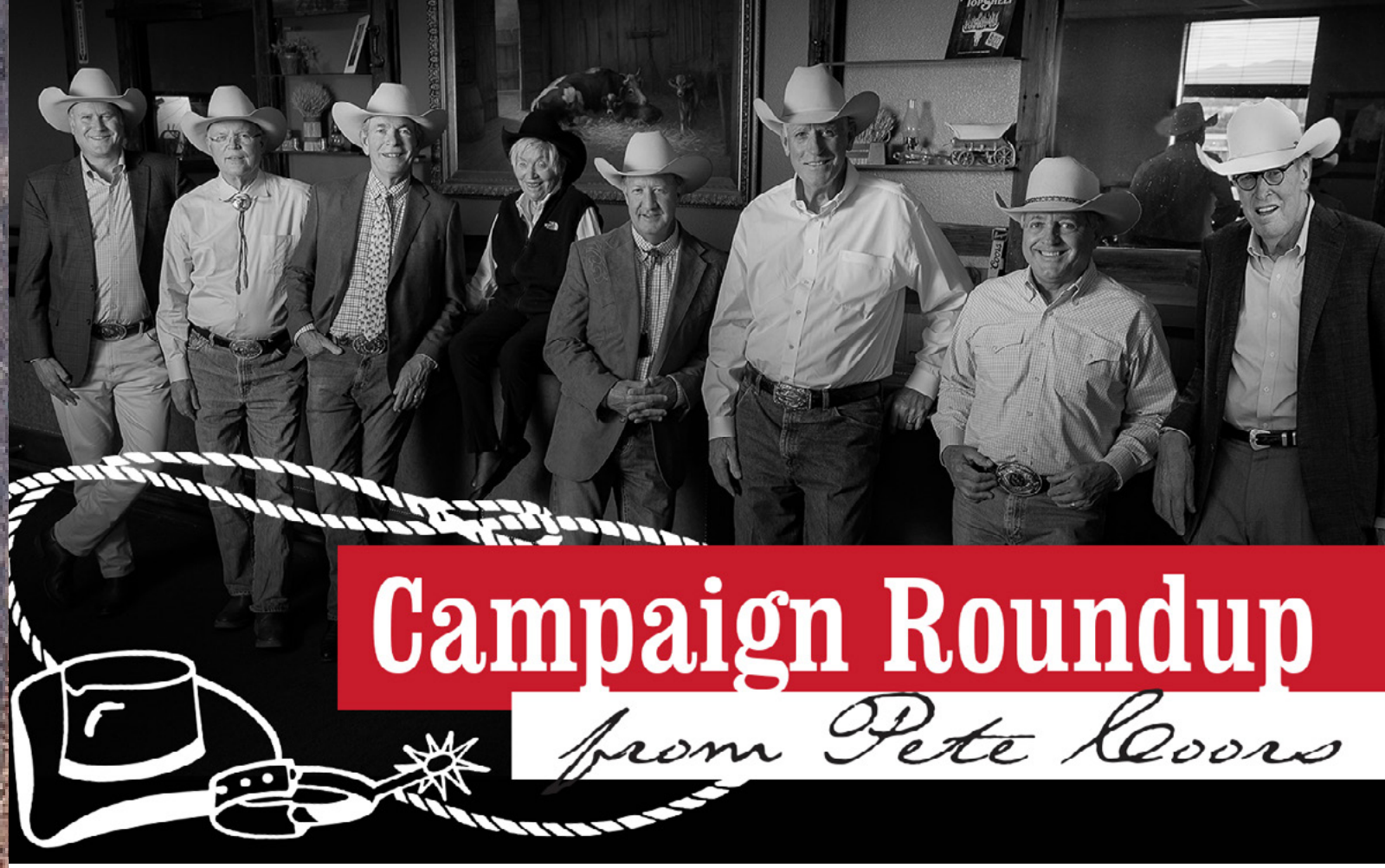


Photo Credit Jensen Sutta

A Message from Pete Coors

Last week marked the official start of the ninth year of the Honoring the Legacy...Building the Future campaign. And what a ride it has been!

This milestone started me thinking about all that we have learned, observed, enjoyed, and accomplished during this time, and I wanted to share those observations with all of you. So, without further ado...

MY TOP 9 CAMPAIGN TAKEAWAYS FROM A FIRST-OF-ITS-KIND CAMPAIGN FOR THE NATIONAL WESTERN:

#9

No one raises nearly \$130 million, and headed for \$150 million, alone. I haven't just gotten by with a little help from my friends. I have leaned on, relied on, and needed a mountain of help from my Vice Chairs and Capital Campaign Committee. What a group! Most have been with us from the start, and we added a few stars along the way. I could never have done this without them.

#8

And speaking of not being where we are without support... I have to give huge thanks to our donors. Now more than 1,500 of you have backed this campaign by supporting bricks, buildings, and everything in between. All I can say is wow, and thank you!

#7

Perseverance has been one of the most vital keys to our success. Most campaigns, and especially ones of this magnitude, last five years; we'll be close to the 10-year mark when we wrap up our efforts. While I would like to tell you it's been a breeze, it has not always been easy. The National Western Center and The Legacy comprise one of the largest – if not THE largest – urban-renewal projects in the country. We have worked hard to sustain solid relationships with our equity partners CSU and the City and County of Denver all along the way. When you get cooks at this level in the kitchen, there are bound to be challenges. But I am proud that, despite difficulties from time to time, we have all worked toward achieving success.

#6

When you are viewed as the underdog – many thought this campaign would never raise even \$50 million, let alone \$150 million – you dig a little deeper. And boy, have we dug deep! The National Western has done fundraising associated with three Stock Show events and raised some philanthropic dollars for the Events Center when it was built. But this organization had never taken on anything of this scope and scale. Many told us to our faces we could never do it: Good on you for trying, but what's the backup plan? We have proven that with grit, an iconic brand, and equally large doses of gravitas and strategy, we could be successful.

#5

When you want everyone to be a part of something like this, you have to get very creative. At the start of the campaign, I challenged my campaign director, Angela Lieurance, to create opportunities at every level for people to participate. So in addition to the buildings, rooms and spaces, we added bricks, brands, and benches to our opportunities. We created a wall to honor our great Families of the West, as well as another one to commemorate the Companies of the West. We wanted women who were integral to our Western way of life to be recognized by creating a Women in Agriculture wall in the Sue Anschutz-Rodgers Livestock Center. We created ways for our bison and equestrian friends to be a part of the effort. We even designed a way for all members to participate by creating the Members Flag drive, allowing members to underwrite the huge American Flag that stands proudly in front of the HW Hutchison Family Stockyards Event Center in the Cille and Ron Williams Yards.

#4

While I have always been a fan of the Code of the West, I found myself embracing it, living and quoting it more and more throughout this campaign. During the years we faced a pandemic, rising prices, construction delays, and many other challenges, we never lost a single donor. I believe this was in large part due to simply abiding by these simple principles that have guided the West for centuries. We were courageous. Proud of our work, we did whatever we had to do. We were tough but fair. We kept our promises. We were loyal and respectful. We always kept everyone in the loop. And most importantly, we finish what we start!

#3

Our philosophy was straightforward from the start: Fundraising has nothing to do with money and everything to do with people. If we simply looked at our goal – starting with \$50 million, then \$100 million, and eventually \$150 million – as dollars needed and transactions to be had, we would never have gotten out of the gate. Instead, we took the approach that, if we do our jobs right, create a vision, explain the impact of being a part of this campaign, and love on our donors, the money would come. And it has.

#2

The naming of this campaign was the easiest thing Angela and I have done in these last eight years. We knew we wanted people to honor their legacy – to understand and enjoy the lasting impact of their investment to the National Western. This has been the cornerstone of our campaign, and when you see the initial round of donor signage in the Sue Anschutz-Rodgers Livestock Center and The Legacy at the 2026 Stock Show, you will see a remarkable and rich tapestry of donor stories that demonstrate that legacy.

#1

And finally, as important as legacy has been to our campaign, it's really the building for the future part of our campaign name that drove me to take on this chairmanship. I did this not for me, but for my children, grandchildren, and their children. It's not just "building the buildings," but rather building a vision. I think about The Legacy, which is especially close to my heart: That structure will allow the National Western to serve as a Western hub, brimming with programming, art, culture, education, exhibits, and tradition not just during the 16 days of Stock Show, but now the remaining 349 days of the rest of the year. In short, it will allow the National Western to cement its status as a Western icon for decades to come.

So there you have them: My top observations from a going-on-nine-year campaign. Let me wrap up by simply saying thank you! It's been a great ride so far, and I look forward to finishing what we started.

This Month's Video

The week of September 15 saw something brand new and vastly different come to the National Western: a fashion show and an actual store being set up in the Hall of Education!

Under the umbrella of the Capital Campaign and the Women of National Western, Angela secured having [Double D Ranch](#) stop in, and did they ever. The premier Western clothier for women brought TWO semis filled with clothes, boots, jewelry, and everything needed to build and set up an actual store to Denver.



They did a two-day event for us. Night one was a VIP shopping experience for the committee and Double D Ranch friends. On night two, more than 300 women attended a fashion show and continued to shop. It was a great night – the women are STILL talking about it, and it was a great kickoff for the January 22 Women of the National Western event during Stock Show. If you are NOT on that list, [click here](#) to join.

Huge kudos to our friends at Double D Ranch for creating a very special evening for the Women of National Western.

You can watch a brief video from the fashion show and event [here](#).



The Roundup's Got Talent Contest: Boots, Ballads, & Banjos

We invite you to showcase your musical talents in our "Boots, Ballads, & Banjos" talent search contest! On seven different dates during the 2026 National Western Stock Show, the campaign will be spotlighting a musical act inside the Legacy Saloon. Whether you're a singer, fiddler, guitarist, or pianist, we are looking for performers ready to share a short, captivating musical performance.

Submission Criteria:

Performers will be selected based on the following criteria:

- Musical skill: Technical proficiency and ability to perform with confidence.
- Stage presence: Ability to captivate and perform in front of an audience.
- Sound quality: Please ensure clear audio and visual quality for video submissions.
- Musical variety: We will be selecting a diverse group of musical entertainment.
- Scheduling availability.

How to Apply:

1. Record a 2- to 5-minute video performance of your musical piece. (Recordings of previous performances are OK.)
2. Submit video via email to honoringthelegacycampaign@gmail.com and include the following:

Subject Line: Saloon Talent Search Submission

Be sure to include:

- Your full name
- A brief description of your musical talent
- A link to your social media or website (if you have one)
- Video attachment, or if too large, upload video here: <https://www.dropbox.com/request/3NOAaAyazlQIW9rNn0tk>

Feel free to let us know of your connection to Stock Show, too! Are you a member, trustee, regular attendee, an exhibitor?

Deadline for Submissions:

Video submissions are due October 31.

* Performances times will vary, up to 90 minutes in length.

* Due to the small space and nature of these musical presentations, no audio production support will be provided.

You will be notified of your selection (or your nonacceptance) by December 1.

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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