



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

GIFT ANNOUNCEMENT

National Western Center's Legacy Theater to be named in honor of William "Bill" Vollbracht

Bill Vollbracht may have hailed from Wichita, Kansas, but he was a Coloradan through and through. He spent the summers of his youth at family cabin in Chipita Park in the mountains above Colorado Springs and wasted little time settling in Denver after he graduated from the University of Kansas in 1960. He got into real estate and in 1967 founded [Land Title Guarantee Company](#), now the largest locally owned title agency in Colorado.

As his business grew, he and his family quietly gave more and more back to his adoptive home state. The list of their beneficiaries is as long as your arm, and even before the gift I'll tell you about in a moment, the National Western was on that list: the National Western Scholarship Trust, which enables young people to further their higher education in agribusiness, rural medicine, and other agricultural endeavors, gained immensely from the Vollbrachts' generosity.

Bill passed away in December 2018. It was a true loss to our community. But the family's generosity continues. I'm thrilled to announce that Bill's wife Leslie and daughters Dana Vollbracht and Alison Winfield have made a very generous gift to our campaign. The Legacy Theater, to be located in the new [Legacy Building's](#) Wold Family Heritage Center, will be named in Bill's honor and forever known as The William Vollbracht Legacy Theater.

The William Vollbracht Legacy Theater will be a place where visitors can see and hear stories of the West – and the National Western – as told by those who have lived them. National Western will share historical Stock Show footage, oral history interviews, and much more as we celebrate the people who over generations have built the West into the diverse and dynamic region it has become. As with the other exhibits in the Heritage Center, videos will be rotated frequently so visitors will have an educational opportunity to experience a wide range of stories and artifacts.

The [Wold Family Heritage Center](#) will be on the first floor and easily accessible to visitors year-round. This will be a unique place, one where people can learn about the history of the Stock Show, farming, ranching, and the rodeo traditions that emerged from life in the rural West. The Heritage Center will showcase the immense societal, cultural, and economic contributions of Western ranching and agriculture and will share new perspectives on Western history.

"This is an investment in the Stock Show and all the things that it represents to the region," Leslie Vollbracht said. "Bill cared deeply about the history of Colorado, its growth, and its future, and this seemed like a great way to reflect those interests."

I couldn't agree more, and I can't thank Leslie, Dana and Alison enough.

Thank you for your support of our campaign to secure the future of the National Western.

GOALS FOR 01.31.20

TOTAL GOAL: \$100MM

\$75MM

RAISED AS OF 12.31.19: \$63MM

1000
NEW DONORS

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

honoringthelegacycampaign.com