



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

Fifteen million reasons (and counting) the National Western Center's future is bright



These “Campaign Roundups” are usually a monthly affair, but today marked a true milestone in our [Honoring the Legacy campaign](#) for the new National Western Center, and I want to share the big news with you.

At an [event and press conference this morning](#) in the Stadium Arena on the grounds of the National Western, we presented Denver Mayor Michael B. Hancock with a \$15 million check to support the creation of the National Western Stock show's new home – and much more – for the next century. Mayor Hancock reiterated his belief that the success of this campaign is central to the overall success of the billion-dollar National Western redevelopment. He added that he, too was thrilled with our early fundraising successes.

From my perspective, the response to National Western's first-ever capital campaign has been overwhelming. In fact, thanks to people like you, we're looking to close in on \$50 million in gifts and pledges by the end of the 2019 Stock Show (which, by the way, starts in just 72 days). Paul Andrews, the Western Stock Show Association's CEO and a campaign vice-chair, described the \$15 million payment to the city as evidence not only of our “rock-solid commitment to the future of the National Western Center, but also the conviction of many generous donors that this is a vital investment in Denver and the West.” I couldn't agree more.

We grabbed the bull by the horns this morning, if you will, harnessing the occasion to remind the more than 150 guests who gathered to celebrate with us, as well as the media and their readers and viewers across the region, of the four prominent facilities our campaign will help fund: the [Stockyards & Stockyard Events Center](#); the [Livestock Center](#), the [Equestrian Center](#) and the [Legacy Building](#) (the new home and focal point of the National Western Stock Show).



We still have work to do, of course. The balance of our \$50 million commitment to the City and County of Denver is due March 2020. What's more, to achieve our ambitious vision for the National Western Center, we must raise an additional \$50 million on top of that for National Western's new world headquarters, the Legacy Building. But what a great start!

Again, thank you for joining us in turning the National Western into a year-round destination that will not only provide a home to the incomparable Stock Show for the next 100 years, but also will expand and enhance this regional asset into a world-class hub for agriculture, education and innovation. This is a landmark project – a testament to a thriving West and truly a once-in-a-century opportunity to reshape, energize and celebrate our Western values and heritage.

Be sure to [check out photos of the Nov. 1 event](#) and browse [press coverage](#) on our website, which we'll be posting as it rolls in.

For news, updates and more on the Honoring the Legacy campaign for the National Western, visit

honoringthelegacycampaign.com

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