



January 7-22, 2017

For Immediate Release: September 16, 2016

Contact: Kendra McConnell

Kmccconnell@nationalwestern.com

Office: 303-299-5525

National Western Stock Show Announces NEW Youth Equestrian Showcase Scholarship Program

Denver, CO. - The National Western Stock Show, in partnership with the National Western Scholarship Trust, is pleased to introduce the launch of our new youth equestrian scholarship program, the *Youth Equestrian Showcase (YES)*. YES has been created to recognize and support our local equestrian youth and involve them in the educational opportunities of the NWSS. Scholarship money from the National Western Scholarship Trust will be awarded to Colorado and Wyoming youth (ages 14-21) involved in the equine industry.

Each participant will submit an eligibility application which will include questions relating to the youth's involvement in the equine industry, a plan for an educational visual display and a video introducing the youth, their horse, mule or pony and the goal(s) they plan to accomplish with their horse, mule or pony. Applications are due November 1, 2016.

Ten outstanding finalists will be selected from the applications to compete for the YES scholarships and the title of Grand Champion (receives \$2,000) and Reserve Grand Champion (receives \$1,000). These finalists will create a follow up video, execute their plan for an educational visual display during NWSS and interact with the public in an educational setting during NWSS. They will be judged on involvement in the equine industry, creative content/goal accomplishment in the videos, educational visual display plan and execution and interaction with the public. YES finalists will be recognized during the Draft Horse, Mule & Donkey Show, Saturday, January 21, 2017 at 7 p.m. and the Grand Champion and Reserve Grand Champion will be named.

Visit the Horse Show page on the NWSS website for more information and application materials:
<http://www.nationalwestern.com/horse-shows/>

Grounds admission and event tickets for the 2017 National Western Stock Show go on sale September 24, 2016 and will be available at nationalwestern.com and all King Soopers locations.

About the National Western Stock Show

Approaching the 111th year, the National Western Stock Show is a 501(c) (3) charitable organization that provides college and graduate level scholarships in agriculture and medicine for practice in rural areas. It is also our mission to serve producers and consumers throughout the world by being the premier Stock Show, Rodeo, Horse Show and center for year-round events. The 16-day show also serves as an entertainment arena, hosting one of the world's richest regular season professional rodeos, largest horse show and Colorado's largest western trade show. For more information, visit nationalwestern.com.