

NATIONAL WESTERN[®] *Stock Show*



January 11-26, 2014

For Immediate Release: January 20, 2014

Contact: Karen Woods 303.299.5522

kwoods@nationalwestern.com

Mild Weather and Loyal Fans Make for Solid

Attendance Numbers through the MLK Jr. Weekend plus FREE Day Tuesday

Mild weather has been the theme so far for the 108th National Western Stock Show and attendance has been good. Through yesterday, there have been over 345,000 guests on grounds for the annual event. "We have one more full week of event s for Denver fans to come out and enjoy before the Show closes Sunday, January 26th at 6pm" said Paul Andrews, President & CEO of the National Western Stock Show.

For the first time ever, National Western announces FREE Grounds Admission Day, Tuesday, January 21st compliments of MetroPCS, a no-annual-contract wireless brand and new partner of the National Western Stock Show. Grounds Admission ticket includes a full day of activities including the Super Bowl of Livestock Shows, National Western Nursery, Hutchison Western Pony Trails, Ames Activity Pavilion, CSU Ag Adventure, Petting Farm, Coors Western Art Exhibit & Sale, and Colorado's largest Western Trade Show.

There is still time to catch eleven more Pro Rodeo performances, two 9News Super Dogs shows, Grand Prix Horse Show, An Evening of Dancing Horses[®], Draft Horse Shows and the U.S. Bank Pro Rodeo Finals. And let's not forget the Grand Champion Steer will be on display at the Brown Palace Hotel & Spa Friday, January 24th from 11a.m. – 1p.m.

For more information about free parking, shuttle service and tickets to National Western Stock Show visit nationalwestern.com or call 303-295-1660.

*******About the National Western Stock Show*******

The 108th 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 trade show. For more information visit nationalwestern.com.