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The Stars Return to Denver for the 2nd Annual
Rodeo All-Star Weekend, April 17-19, 2014

Denver, Colo. – The stars will be out in Denver for the 2nd annual Rodeo All-Star Weekend, April 17-19, 2014 at the National Western Events Center. Denver has hosted the likes of NBA, NHL and MLB All-Star games. Now the Mile High City has added Rodeo All-Star Weekend to Denver’s premier events list. The world’s top ranked cowboys and cowgirls will ride into Denver to compete in three rodeo performances with a chance to win nearly \$130,000 in prize money and be crowned Rodeo All-Star Champions.

Rodeo and extreme sports fans will again witness an All-Star rodeo competition in Denver that includes rodeo fanfare for the whole family, the high energy All-Star Fashion Show presented by Murdoch’s, the very popular Murdoch’s Mutton Bustin competitions, plus the exclusive All-Star Lunch with Champions. “We are excited to bring this unique rodeo event back to Denver with the support of our two returning co-presenting sponsors in Murdoch’s Ranch & Home Supply and Cinch Jeans & Shirts,” stated Paul Andrews, President & CEO of National Western Complex.

Murdoch’s Ranch & Home Supply was founded in Bozeman Montana in 1994. Since then, Murdoch’s has opened 26 stores throughout Montana, Colorado, Wyoming and Nebraska. “Rodeo All-Star is like no other rodeo competition out there. At Murdoch’s we believe in supporting top-notch rodeos because it’s a sport we can all learn from. The tradition of rodeo challenges us all to work our hardest, be our best, fall down, get up, and do it all over again. The athletes that compete at Rodeo All-Star are fan favorites and top performers who really inspire our company,” said Kitch Walker, Director of Marketing at Murdoch’s Ranch & Home Supply.

Murdoch's is known for its walls of jeans, gloves, socks, work wear, boots and shoes for the entire family as well as its vast line of ranch, home, large animal and pet supplies.

Miller International, parent company of Cinch Jeans & Shirts, has been a longtime partner of the National Western Stock Show. "Miller International is very proud of the long lasting relationship we have had with the National Western Stock Show. Cinch Jeans is excited to be a part of a premiere National Western event – Rodeo All-Star Weekend. This rodeo brings the best of the best to our backyard and we are honored to be part of it," said David Dean, CEO, Miller International.

In 1996, Cinch® was created as a premium western brand that complemented an active lifestyle, with great fit, quality and styling. Today, the Cinch® brand continues to be known as the leader in premium clothing inspired by the attitude and values of the western lifestyle man. Cinch® is a part of the Miller International, Inc. family of brands with corporate headquarters located in Denver, Colorado.

"We are honored to have two deeply rooted and successful western brands co-present and continue to build on the success from the first year of Rodeo All-Star Weekend," said Paul Andrews.

Tickets to the 2nd annual Rodeo All-Star Weekend, April 17-19, 2014 are on sale now at rodeoallstar.com, the National Western Box Office, King Soopers locations, or by phone at 1-866-464-2626.

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