



For Immediate Release: January 11, 2015

Contact: Karen Woods 303.299.5522
kwoods@nationalwestern.com

The National Western Stock Show Breaks Record
with the Largest Opening Day Attendance in History

Denver, CO - The National Western Stock Show announces the largest opening day attendance in Stock Show history with 47,207 fans. The number beats the former Stock Show record of 44,616 set back in 2008.

The opening day event line-up included three rodeo performances and the first-ever BBQ competition. "We are thrilled with the turn out for opening day. The numbers are a testament that the National Western Stock Show has something for everyone", states Paul Andrews, President & CEO of the National Western Stock Show. "Stock Show fans came out to help us celebrate the history, tradition and western spirit of Stock Show. We appreciate all who attended and look forward to continuing the excitement over the next 15 days," states Andrews.

The Stock Show announced that for every Broncos game day, all fans wearing Broncos gear will receive \$2 off a Grounds Admission ticket in celebration of Denver being united in orange.

The next 15 days of Stock Show includes two Mexican Rodeo Extravaganza today, Pro Rodeos, PBR Bull Riding, Gambler's Choice, Martin Luther King, Jr. African American Heritage Rodeo, Super Dogs, Wild West Shows, Grand Prix, An Evening of Dancing Horses®, Draft Horse Shows and activities for kids like the NW Nursery, along with the largest western trade show in Colorado.

The 2015 National Western Stock Show will continue through January 25. For more information and tickets visit nationalwestern.com or call 1-866-464-2626.

###