

NATIONAL  
WESTERN®  
*Stock Show*



**January 7-22, 2017**

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**111<sup>th</sup> National Western Stock Show Kicks Off One Week from Today**

*Denver, CO.* - The National Western Stock Show is just one week away from the annual kick-off parade, launching the 111-year-old Colorado tradition in Denver. The annual Stock Show parade trots through the streets of downtown Denver next Thursday, January 5, at noon. The parade will be led by parade Grand Marshal Thunder.

The 2017 National Western Stock Show is full of traditions of the Old West while establishing a few new events introduced last year. The 16-day show opens Saturday, January 7, with the return of the BBQ Throwdown presented by Chevrolet, which is FREE to attend with a grounds admission ticket. Ranch Rodeo will take place Saturday evening at 5:30 p.m. Eight of the top ranch rodeo teams from across the country will compete in events highlighting techniques used out on the ranch.

FREE Grounds Admission Day on Tuesday, January 10, compliments of National Western Stock Show. Visit the NW box office to get a ticket and enjoy the day.

The National Western Stock Show is celebrating 111 years in Denver with nearly 30 professional rodeo performances, world-class horse shows and the Super Bowl of Livestock Shows. The historical National Western Yards will haul in 50 semi-loads of shavings, 14 semi-loads of straw and after the sixteen days will haul away 65 semi trucks full of manure for recycle. There will be over 16,000 head of livestock and horses that pass through the grounds with 25 different breeds of cattle and 6 other species, including goats, lambs, alpaca, lama and poultry. An estimated \$10 million in livestock sales will be exchanged during the 16-day event.

The National Western Stock Show will drive nearly 100 million dollars in economic impact to the Denver Metro area and raise more than \$400,000 for the National Western Scholarship Trust, which distributes more than 80 scholarships to students studying in the fields of agriculture and rural medicine.

Grounds admission and event tickets are on sale at [nationalwestern.com](http://nationalwestern.com) and all King Sooper locations.

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**About the National Western Stock Show**

In the 111th year, the National Western Stock Show is a 501(c)(3) charitable organization that provides college and graduate level scholarships in agricultural science, business and rural medicine. It is also our mission to serve producers and consumers throughout the world by being the premier livestock show, horse show and center for year-round events. The 16-day show in January also serves as an entertainment arena, hosting one of the world's richest regular season professional rodeos, world-class horse events, family educational events and Colorado's largest western trade show. For more information, visit [nationalwestern.com](http://nationalwestern.com).