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New for 2015, the National Western Stock Show
BBQ Throwdown presented by Chevrolet

Denver, CO -- The National Western Stock Show is proud to announce Chevrolet as a returning sponsor for the 109th National Western Stock Show. National Western and Chevrolet have teamed up to present the first ever barbecue competition to take place at the 2015 Stock Show.

"The Chevrolet brand fits like a glove with the National Western," said John Ellis, Vice President of Partnership & Business Development for the Stock Show. "We are thrilled to extend our partnership with Chevrolet in presenting our opening day barbecue contest. It will be a fantastic event to help launch the 109th Stock Show."

The National Western BBQ Throwdown, presented by Chevrolet is a Kansas City Barbeque Society sanctioned event. Forty teams of the world's elite barbecue contestants will compete in four barbecue categories including chicken, pork, ribs and brisket. First, second and third place prizes will be given out to the winners of each category. Additionally, a barbecue grand champion and barbecue reserve champion will be crowned with the barbecue grand champion earning automatic admission to the American Royal World Series of Barbecue, held in October of 2015.

"Chevrolet's support of the inaugural BBQ Throwdown is the perfect way to celebrate our long-standing relationship with the National Western Stock Show," said Chevrolet Marketing Manager Craig Vickers. "We know every barbeque competitor will live up to the renowned Kansas City barbeque standards, just like each Chevy car and truck lives up to the tough demands of our customers."

The National Western BBQ Throwdown, presented by Chevrolet will be held Saturday, January 10, 2015. The event will take place at the National Western Events Center parking lot H, behind the Events Center from 10 a.m. to 4:30 p.m. The address is 1515 E. 47th Ave. Denver, CO 80216 Grounds Admission tickets are available at nationalwestern.com and all King Soopers locations.

About the National Western Stock Show

In the 109th 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.

About Chevrolet

Founded in 1911 in Detroit, Chevrolet is now one of the world's largest car brands, doing business in more than 140 countries and selling more than 4.9 million cars and trucks a year. Chevrolet provides customers with fuel-efficient vehicles that feature spirited performance, expressive design, and high quality. More information on Chevrolet models can be found at www.chevrolet.com.