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The National Western Stock Show Announced KYGO-FM as Official Country Music Radio Partner

Denver, CO. - The National Western Stock Show today announced a three-year agreement with Denver radio station, 98.5 KYGO-FM, owned and operated by Bonneville International, as its official and exclusive country music partner.

"KYGO is an iconic brand in the country music category," states Paul Andrews, President and CEO of the National Western Stock Show. "Dominating the country music market for almost forty years speaks volumes to their commitment to country music listeners, the Denver community and the western lifestyle. Those are the same values the Stock Show is built from, and we are thrilled to be partnering with Denver's #1 country music station."

Stock Show fans can now access Stock Show updates, information and behind the scenes insights to Denver's most historic event on their favorite country music radio channel 98.5 FM.

"We couldn't be more excited to have KYGO renew its partnership with the National Western Stock Show," said Bob Call, Vice President and Market Manager, Bonneville Denver. "We look forward to celebrating our western heritage each year and welcoming over 700,000 visitors from around Colorado and the world. This is Denver's preeminent event as generations have made the National Western Stock Show a true family tradition. We are very proud Paul and his team have chosen KYGO to help carry the tradition forward."

In addition to the National Western Stock Show, the agreement also instates KYGO-FM as the exclusive country music station to Rodeo All-Star Weekend. The annual April event includes three professional rodeo performances and a country concert.

The partnership was announced this morning on the KYGO morning show with Tracy and Guy. The National Western Stock Show is January 12-27, 2019. Tickets go on sale September 22, 2018 at nationalwestern.com.

About the National Western Stock Show

In the 113th 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 our mission to serve producers and consumers throughout the world by being the premier annual livestock 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.

About Bonneville International Corporation

Bonneville International is a legacy broadcaster dedicated to informing, entertaining and uplifting its audiences. Founded in 1964, Bonneville currently operates 22 radio stations and one TV station. Headquartered in Salt Lake City, Bonneville is a subsidiary of Deseret Management Corporation, a for profit arm of The Church of Jesus Christ of Latter-day Saints. For more information about Bonneville International, please visit www.bonneville.com.