

From: Media Center
National Western Stock Show
4655 Humboldt Street
Denver, CO 80216

To: All Media

November 11, 2002

Media service for the 97th anniversary National Western Stock Show Rodeo and Horse Show, January 11-26, 2003, will operate out of our Media Center located at 4655 Humboldt Street in Denver.

Credentials will be issued only to accredited WORKING press, radio and television reporters and photographers. Spouses and sales staff will NOT be issued press credentials. The National Western may limit the number of credentials allowed to any media outlet.

Please advise by letter or by fax at (303) 292-1708 the working members of your staff who will be covering the National Western. Media badges and parking tags will be issued and retained at the Media Center for individual pickup.

The Media Center will be open daily beginning Wednesday, January 8, 2003. Limited-time (20 minutes) parking will be available in Ticket/Press Pickup Lot on the southeast corner of Humboldt Street and East 46th Avenue to pick up credentials in the Media Center. Any vehicle parked for more than 20 minutes may be towed at owner's expense.

If you require a box for news releases, judging and sales results and information, please let us know in your letter of request. All show, sales and rodeo results will be posted on our web site at nationalwestern.com after each event is official.

We must emphasize that media badges do not entitle holder to seating in the Coliseum Rodeo Press Box or to seating at the ticketed horse shows in the Events Center. Press Box and Events Center seating is limited and may be reserved ONLY by special request in advance of the specific performance.

We're looking forward to seeing you at the 97th anniversary National Western Stock Show, Rodeo and Horse Show.

William Saul
Public Relations Manager

December 6, 1995

Media Center
National Western Stock Show
4655 Humboldt St.
Denver, CO 80216
Telephone: (303) 297-1166

Dear Editor:

For your information, the National Western has initiated a policy of allowing livestock and horse publications to distribute free their magazines and newspapers on designated press tables in the barns during the 1996 show.

The enclosed maps indicate where these press tables will be located in the cattle and horse show barns for placement of publications. No more than 50 issues of a publication will be allowed on a table at one time.

We hope that this policy will permit publications, particularly those without exhibit space, to reach our livestock and horse exhibitors.

Any publications circulated in other areas of the show grounds and barns will be confiscated and destroyed.

Publications with exhibit space may also distribute from their booths.

Each publication will be responsible for servicing and stocking the tables. If you have any questions about this policy, please give me a call.

Sincerely,

William Saul
Public Relations Manager