

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

December 10, 2001

To: All Media

Media service for the 96th anniversary National Western Stock Show Rodeo and Horse Show, January 12-27, 2002, will operate out of our Media Center located at 4655 Humboldt St. 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 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 vehicle parking tags will be issued and retained at the Media Center for individual pickup.

The Media Center will be open daily beginning Wednesday, January 9, 2002. Limited-time (20 minutes) parking will be available in a designated "Ticket Pickup" lot at corner of Humboldt St. and E. 46th Ave. 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 [www.nationalwestern.com](http://www.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.

One table is provided in each the Horse Barn, Cattle Barn and Livestock Center to distribute weekly and monthly livestock publications. No more than 50 copies of any publication will be allowed at any table. Otherwise, distribution is limited to the commercial exhibit booth purchased by a publication.

We're looking forward to seeing you at "The World's Largest Livestock Show," the best indoor rodeo on the professional circuit and our premier 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