

NEWS RELEASE
National Western Stock Show
4655 Humboldt Street
Denver, CO 80216
Contact: Bill Saul (303-297-1166)

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It's not early to "saddle up" for the 97th anniversary National Western Stock Show Rodeo and Horse Show, Denver's huge annual celebration of Western heritage, Jan. 11-26, 2003.

Charge-by-phone and online sales for the 37 ticketed arena performances begin Sunday, Sept.15, at 1-888-551-5004 and nationalwestern.com.

Mail order forms, including tentative livestock and horse show schedules for the upcoming show, and other information are available by calling 303-295-1660 or 303-297-1166.

The National Western will kick off with a pair of Mexican Rodeo Extravaganzas in the Coliseum on Jan. 11 and Jan. 12, followed on Jan. 13, 14 and 15 with three Professional Bull Rider performances in the same venue at 7:30 p.m.

ProRodeo action follows in the Coliseum with 22 performances in the Coliseum from Jan. 16 through Jan. 26.

Ticketed presentations in the Events Center include Wild West Shows on Jan. 18 and 19, the \$15,000 Invitational Reining Competition and the \$30,000 Grand Prix on Jan. 20, Evenings of Dancing Horses on Jan. 22 and 23 and four Coors Draft Horse Shows on Jan. 24, 25 and 26.

The ticket order form also includes information on special ticket packages, group purchases, season reserved seats for both the Coliseum and Events Center, and Family and Senior rodeo performances.

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Souvenir pins and gift certificates also can be purchased with the order form, which can be mailed or faxed to the National Western ticket office.

Over-the-counter ticket sales get underway on Nov. 30 at the stock show ticket office on the show grounds, all King Soopers Stores from Cheyenne to Pueblo, Coors Field and Rockies Dugout Stores.

All seat tickets also include free daily grounds admission for the livestock and horse judging and sales, Children's Ranchland, Barn Tours, commercial and educational exhibits, the Coors Western Art Exhibit and many other events.

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