

DENVER CITY COUNCIL



Proclamation No. 25-2173

Welcoming the 120th National Western Stock Show, Rodeo and Horse Show to Denver

WHEREAS, the 120th National Western Stock Show, Rodeo and Horse Show opens in Denver on January 10, 2026, and runs through January 25, 2026; and

WHEREAS, the National Western Stock Show celebrates the western heritage of Denver and Colorado and showcases the diversity of the western culture through the Mexican Rodeo Extravaganza and MLK Jr. African American Heritage Rodeo; and

WHEREAS, the campus will be an international center of excellence in agricultural innovation, education, research and technology, and entertainment serving the needs of urban and rural Colorado; and

WHEREAS, the National Western Stock Show, known as the Superbowl of Livestock Shows, attracts more than 700,000 visitors from all 50 states and over 30 countries, and contributes \$170 million to Colorado's economy; and

WHEREAS, the National Western Stock Show has established "The Denver Scholarship Program" for Denver students to educate the next generation of leaders in traditional and emerging fields in agriculture to address local and global issues; and

WHEREAS, the National Western Stock Show Scholarship Trust is deeply rooted in the organization's core mission and 120 scholarships annually are provided to Colorado universities and an additional 20 scholarships are provided to students graduating from Denver-area high schools studying in the field of agriculture; and

WHEREAS, 2026 will feature over 100 events over the 16-day run including rodeos, Colorado's largest Western trade show, folkloric dancers, animal exhibitions and judging, horse shows, children's farmyard and much more.

NOW THEREFORE, BE IT PROCLAIMED BY THE DENVER CITY COUNCIL:

Section 1. That the Denver City Council welcomes The 120th National Western Stock Show, Rodeo and Horse Show to Denver and residents are encouraged to "saddle up" and enjoy the entertaining and educational events at the show.

Section 2. That the Clerk and Recorder of the City and County of Denver shall affix the seal of the City and County of Denver to this proclamation and that a copy be transmitted to the Western Stock Show Association.

PASSED BY THE COUNCIL January 5, 2026

PRESIDENT

