For Immediate Release

November 28th, 2000 - Las Vegas, Nevada - 94 years ago, history was made when a group of Colorado visionaries created what would become known as the National Western Stock Show, Rodeo and Horse Show. The International Association of Fairs and Expositions again made history at the 110th annual IAFE Convention. The Association's Agricultural Awards Program honored the National Western Stock Show, Rodeo, and Horse Show by naming the annual event the inaugural "Best in Show" award recipient. This recognition is based on National Western's continued excellence in the promotion of agricultural activities through education, exhibition, and spectator events. The award was accepted by Marvin Witt - Director of Marketing, and Mr. James Goodrich - Livestock Manager for a delegation of National Western representatives including Charles Sylvester, General Manager, and Brad Ettleman, Asst. Director of Marketing, and on behalf of the entire National Western Administrative Staff.

"It was an honor and a privilege to be recognized on an international scale, and by a group of our peers for the hard work put forth by the entire staff at National Western," said Ettleman. "The Fairs, Stock Shows, and Expositions also eligible speak for the integrity of this award, and evokes a sense of pride the people of Denver can feel to call National Western their own. This being the first of this award to be presented, the standard of excellence adhered to at the National Western grows even stronger, promising a Stock Show this January to match and even exceed the current precedent."

In addition to this incredible honor, the National Western Stock Show was recognized as a leader in the industry for the following individual areas:

Best Overall Program for Commercial Agricultural Exhibitors
Best Single Interview - Television
Best Single Interview - Radio
Best Special or Specific Agricultural Educational Event for the Fair-going Public

The NWSS is one of only a handful of Fairs or Stock Shows that have not incorporated a carnival midway, or "Big Name" concert acts to bolster attendance numbers. Instead, NWSS maintains a historical prevalence by promotion of agriculture through its mission to preserve the western lifestyle by providing a showcase for the agricultural industry through its emphasis on education, genetic development, innovative technology, and offering some of the world's greatest marketing opportunities.

There is no question that the National Western is among the leaders in agricultural education as apparent by these extensive measures to promote the future of the industry. Educational displays, children's and family experiences, scholarship programs, barn tours and numerous outreach programs complete the National Western's agricultural education experience.

Comprehensive information of the mentioned programs can be found online at www.nationalwestern.com, National Western's new web site.

The 2001 National Western Stock Show, Rodeo, and Horse Show will be January 6-21, and will again offer a great variety of family events.

Contact Information:
National Western Stock Show
(303) 297-1166

Bill Saul - Public Relations Manager
Brad Ettleman - Asst. Dir. of Marketing

4655 Humboldt St.
Denver, CO  80216