

# NEWS

## FOR IMMEDIATE RELEASE

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## GREELEY STAMPEDE RECEIVES RODEO & EVENT RECOGNITION

**Greeley, Colo.**— The year 2000 has been a wonderful year for the Greeley Stampede with an unexpected growth in attendance and continuing recognition of a job well done.

After receiving the coveted Grand Pinnacle-Gold Award from the International Festivals & Events Association in 1999, the Stampede committee thought that might be the last they may see for some time. . . boy were they mistaken!

At the recent National Rodeo Finals (NRF) held in Las Vegas, Nevada, the Stampede was selected as the 2000 recipient of the Women's Professional Rodeo Association (WPRA) *Most improved Ground – Outdoor* award. Mountain States Director, Roz Berry, commended the Stampede on our efforts to make the arena ground safe and consistent for contestants for their first year at the Stampede. Along with the PWRA designation, the Stampede was also honored as one of the five finalist for the *2000 Large Outdoor Rodeo Committee of the Year* award presented by the Professional Rodeo Cowboys Association (PRCA). Nominations came from Contestants, Stock Contractors, Specialty Acts, Rodeo Committee Executive Councils and PRCA contract personnel.

Related NFR rodeo news: Hadley Barrett, deemed "The Voice of Rodeo" and longtime announcer for the Stampede, was honored as one of the five finalists for the *Announcer of the Year* award given by PRCA.

Once again the Greeley Stampede has be designated by The American bus Association (ABA) as one of the *Top 100 Events "Worth the Trip" in North America 2001*. Chosen from among hundreds of nominated events throughout the United States and Canada, the 19-year old Top 100 Events list serves not only as a guide to

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professional planners for the upcoming year, but to visitors, bureaus, tourism officials, travel writers and the general public. The Top 100 Events are selected based on the events' broad appeal, their accessibility and receptivity to large groups arriving by motorcoach, and a variety of other criteria. This is the fourth consecutive year the Stampede has been included in that list.

Lynn Settje, Stampede CEO, expressed appreciation for these awards and added, "I would like to thank past and present committee members as well as staff, volunteers and the communities that have helped to create a festival that Colorado can be proud of. It reminds me of the accolade by Dr. and Mrs. A.L. Van Ness of Bloomington, Illinois, 'Greeley's Fourth of July is a treasure of Americana!', We look forward to next 79 years to be just as exciting."

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