



## PRESS RELEASE

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### Greeley Stampede Hires New Director of Marketing

Greeley, Colo., January 3, 2012 – The Greeley Stampede welcomes Kasie Pigg as the new director of marketing. She joined the staff Monday, immediately beginning preparation for the 90<sup>th</sup> presentation of the Stampede June 22 through July 4, 2012.

“It is an exciting way to begin 2012,” said Executive Director Bill Ogg, “Kasie brings energy and enthusiasm to freshen this prestigious traditional event that is so important to Greeley and all of Northern Colorado.”

The Stampede is a volunteer-driven organization with Pigg being one of three full-time staff.

Pigg is a native of Pueblo, Colo., and graduated from Texas Tech University with a bachelor’s degree in agricultural communications. In 2010 she served as Miss Rodeo Colorado (MRC), representing the Greeley Stampede as the official host rodeo of MRC, at rodeos across the country. With work experience in the agriculture and equine industries, Pigg will bring an understanding of rodeo, agriculture and community to the table.

“Complimenting her college education, Kasie has solid professional experience in marketing and communications and is especially skilled in exponentially growing social media areas.” Ogg said.

#### ABOUT THE GREELEY STAMPEDE

Beginning as a harvest celebration in the late 1800’s, The Greeley Stampede has celebrated western heritage and community togetherness spanning generations. Featuring PRCA rodeos, headlining concerts and demolition derby action, the Stampede has evolved into the ultimate destination for attendees from all 50 states and international visitors seeking *hundreds of thrills*.

Attend the Greeley Stampede, "The World's Largest 4th of July Rodeo & Western Celebration," this summer, June 22 through July 4. For ticket or general event information visit the Stampede Web site at [www.GreeleyStampede.org](http://www.GreeleyStampede.org) or call 970-356-SPUR.

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