



June 8, 2016

**MEDIA RELEASE**

---

## **Jann Arden & Paul Brandt to lead Stampede Parade during "Year of Music" Stampede announces special parade entry to recognize collective wildfire response**

---

Calgary – The Calgary Stampede is excited to announce that in honour of our city's "Year of Music" celebration, singer-songwriter Jann Arden and home-grown country music superstar Paul Brandt will lead the Calgary Stampede Parade.

Fresh off hosting the 2016 Juno Awards, Calgary-born Arden is a singer, songwriter, broadcaster and author. Whether she is captivating audiences with her heartfelt music, entertaining them with her quick wit or sharing her written word in a boldly honest voice – Arden is a Canadian original – a brilliant multi-dimensional talent.

"I figured it was about time," jokes Arden. "Joking aside, I was pretty excited when I got the call. It was a pretty immediate yes. I have been going to the Parade since I was a kid, to now have the opportunity to be the Parade Marshal – it's pretty awesome."

Brandt, the most awarded male Canadian Country Music artist in history, had an unlikely journey of humble beginnings and big dreams to fame and stardom. A true Calgary Stampede friend, Brandt headlined the stage for all 10 nights of the 2012 Centennial TransAlta Grandstand Show.

"Stampede is a pretty special organization to me," says Brandt. "I have been involved with the Stampede in many ways, but this is truly an honour. Plus, have you seen the car we are riding in?"

"Jann and Paul are two amazing ambassadors of Calgary," says Bill Gray, president & chairman of the board, Calgary Stampede. "Both have an unquestionable passion for their home-town and I look forward to having them as a team – especially in our city's Year of Music. Together their values and personalities reflect those of Calgary and our citizens."

To celebrate Calgary's 'Year of Music', both eight-time Juno award winners, Arden and Brandt, will lead the Parade in a 1966 Pontiac Bonneville customized by Nudie Cohn, famous for making rhinestone-covered suits for the likes of Johnny Cash and John Wayne. This car, currently owned by local businessman and amateur musician Dick Koetsier, has more than 300 silver dollar coins across the dash and a saddle in the middle of the front bench seats.

This year, the Calgary Stampede will include a special parade entry to recognize the collective effort of the women and men who courageously and selflessly supported the Fort McMurray and Regional Municipality of Wood Buffalo wildfire response. "We know that so many people have been – and continue to be - involved in that effort, whether it's firefighters, social workers, healthcare professionals or any of the other folks that helped protect and care for our neighbours to the north," notes Gray.

The Stampede is inviting the dozens of agencies that contributed to the collective effort to each select two team members to participate in the special Wildfire Response Entry. When the floods hit Calgary and southern Alberta in 2013, it was important to recognize the collective effort and dedication of the first responders. We would like to do the same to for women and men involved in the Wildfire response.

The Calgary Stampede Parade is organized by a team of passionate volunteers who make up the Stampede Parade committee. The Calgary Stampede is July 8-17, 2016. The parade begins at 9 a.m. on Friday, July 8, for more information, please visit <http://parade.calgarystampede.com/>.

Calgary Exhibition and Stampede Limited

Box 1060, Station M, Calgary, Alberta, Canada T2P 2K8 1.800.661.1260 T 403.261.0101 F 403.265.7197 [www.calgarystampede.com](http://www.calgarystampede.com)



JULY 8 – 17, 2016

The Calgary Stampede Parade Marshal is chosen each year by the Calgary Stampede's president & chairman of the board. The Marshal has the honour of leading the Stampede Parade as well as taking part in a number of activities throughout the Stampede.

### **About the Calgary Stampede**

The Calgary Stampede celebrates the people, the animals, the land, the traditions and the values that make up the unique spirit of the west. The Calgary Stampede contributes to the quality of life in Calgary and southern Alberta through our world-renowned Stampede, year-round facilities, western events and several youth and agriculture programs. Exemplifying the theme We're Greatest Together, we are a volunteer-supported, not-for-profit community organization that preserves and celebrates our western heritage, cultures and community spirit. All revenue is reinvested into Calgary Stampede programs and facilities.

- 30 -

---

### **For more information, please contact:**

Jennifer Booth  
Manager, Public Relations  
Calgary Stampede  
**P** 403.261.0327  
**C** 403.463.6834  
**E** [jbooth@calgarystampede.com](mailto:jbooth@calgarystampede.com)

---