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Calgary Stampede

JULY 7 – 16, 2017

◆ 2017 ◆
CALGARY STAMPEDE

MEDIA
GUIDE



Welcome to the 2017 Calgary Stampede! We appreciate your coverage and are happy to help you tell your stories.

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We are available to assist in planning your live coverage, arranging interviews and providing details on anything related to the 2017 Calgary Stampede.

Website

Calgarystampede.com

Twitter

@Calgarystampede

Park Hours

Day	Hours
Thursday, July 6	5 p.m. – 1 a.m. (Sneak-a-Peek)
Friday, July 7	11 a.m. – midnight
Saturday, July 8	11 a.m. – midnight
Sunday, July 9	8 a.m. – midnight (Cenovus Family Day)
Monday, July 10	11 a.m. – midnight



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Tuesday, July 11	10 a.m. – midnight (Canada 150 Day)
Wednesday, July 12	7 a.m. – midnight (BMO Kids' Day)
Thursday, July 13	11 a.m. – midnight
Friday, July 14	11 a.m. – midnight
Saturday, July 15	11 a.m. – midnight
Sunday, July 16	11 a.m. – midnight

Admission Rates

Type	Rate
General (ages 13 – 64)	\$18
Seniors (ages 65+)	\$9
Youth (ages 7 – 12)	\$9
Children (6 and under)	Free

Official Yearly Attendance Numbers

Year	Total guests during Stampede
2016	1,088,039
2015	1,168,509
2014	1,263,428
2013	1,133,050
2012	1,409,371*
2011	1,174,697
2010	1,145,394

*2012: All-time attendance record

Media Lounge

Agrium Western Event Centre – Journey 2050 Classroom

Open: 11 a.m. – 7:30 p.m.

The Media Lounge is open to all accredited media. Light refreshments and food will be available on a first come first serve basis. We ask that no interviews are conducted in the lounge.

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 10-day



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 promotes western heritage and values. All revenue is reinvested into Calgary Stampede programs and facilities.

Stampede Brand

In accordance with the corporate logo and trademark policy, emblems, symbols, logos and the name 'Calgary Stampede' are registered trademarks belonging to Calgary Exhibition and Stampede Ltd. These registered trademarks are protected by intellectual and industrial property laws in Canada and internationally and are for exclusive use of the Calgary Exhibition and Stampede Ltd. Unauthorized use of these protected, registered trademarks is prohibited without the written consent of the Stampede.

Photographs

The Calgary Stampede maintains an extensive library of Stampede photos that we are happy to provide to you in support of your stories. Please find all photos on the Calgary Stampede Flickr photo stream. All photos used must be credited "Calgary Stampede". Commercial use of these photos is not permitted.

Media Accreditation Policy

Please be aware and follow our media accreditation policy:

- Accreditation will only be given to working media on assignment.
- Accreditation cannot be shared, sold or extended to co-workers, family or friends.
- Filming access of the Rodeo, Chuckwagon Races and Grandstand show is not allowed without special permission. CBC is the exclusive rights holder for filming these events, and therefore, filming or recording of these events is not permitted. Footage can be purchased through our broadcasting department.
- Non-editorial or commercial use of any pictures or film is prohibited without prior consent of the Calgary Stampede.
- Media accreditation passes must be worn at all times while on Stampede Park.
- Accredited media are expected to cooperate with the procedures at the gates and security checkpoints of Stampede Park, and must treat the individuals working in these areas with courtesy and respect.
- Lost or stolen media accreditation must be immediately reported to a media relations coordinator; these passes will be cancelled and a new pass may be re-issued.
- Extensive consideration has been put into assigning accreditation zones; please respect the zones you have been accredited for. If you require specific access to an area during a specific date/time, and have not been accredited for this zone, please contact a media relations coordinator. Your additional request will be evaluated on a case-by-case basis.



Accredited media who do not comply with this policy will, without warning, have their media accreditation withdrawn. Any questions or concerns should be raised with a media relations coordinator.

Animal Care

The Calgary Stampede is proud of our connection with animals. Animals are at the heart of what we do and they are the primary reason more than a million people from our community and around the world visit the Stampede every year. Just as their owners are dedicated to providing care and nourishment while at Stampede Park, we are committed to providing the best and safest conditions possible.

We will share information about the health of an animal if it sustains a significant injury or fatality while in a Stampede competition. (*Competition is defined as the afternoon rodeo, evening chuckwagon races and scheduled western events.*)

We will not comment if an animal sustains a significant injury not directly related to competition activities and is in the care of their owner. At that time, the animal's health and welfare is the primary responsibility of the owner.

As always, the Calgary Stampede will continue to respond to media enquires with transparency. For more information on Animal Care at the Calgary Stampede please visit calgarystampede.com/animal-care

New in 2017

Get ready to be a part of the 105th Calgary Stampede. This year's community celebration promises to be the biggest and best yet! See below for all the exciting new programs and budget friendly experiences awaiting you on Park.

New Programs and experiences including budget-friendly admission:

IgNITE

The Calgary Stampede is taking Sneak-a-Peek to the next level in 2017 with the addition of **IgNITE**. For one unforgettable evening, IgNITE gives you the Midway experience of a lifetime – watch the midway come alive with lights and fire, listen to top DJ's blast beats all while sitting on the edge of your seats with an unlimited ride pass.

Beakerhead will be joining the party with interactive art exhibits, a roaming hippo art car and pyrotechnics – watch as cannons shoot 10-foot flames. The **Beat Drop** stage will feature top DJs spinning on the Midway for the ultimate Stampede Kick-off experience.

As part of the expansion of Sneak-a-Peek, we are keeping the Midway open an hour later – until 1:00 a.m. For more information please visit calgarystampede.com/IgNITE.



Parade – change in parade route

Same great Parade, new direction! The Calgary Stampede is excited to announce a change to the annual Parade which will see the marching bands, floats and horses travelling in the opposite direction from previous years.

This opens up a path to allow for much easier movement toward Stampede Park once the Parade has passed. Riders will mount up and bands will strike their first chords at the intersection of 9th Avenue and 1st Street S.E. The Parade will then travel along the route to the end point of 6th Avenue and 3rd Street S.E.

The Calgary Stampede Parade takes place Friday, July 7, 2017. Free admission to Stampede Park will be offered between 11 a.m. and 1:30 p.m. We encourage you to scout out a spot, break in your boots and join us as we kick off Stampede 2017.

Cenovus Family Day

The **Calgary Stampede** is pleased to invite families to The Greatest Outdoor Show on Earth for some exciting family fun at **Cenovus Family Day, Sunday July 9, 2017!**

The special day features **free admission into Stampede Park from 8 a.m. to 12 p.m.** and a complementary Stampede breakfast for the first 25,000 people. **Breakfast starts at 8:30 a.m. and finishes at 11 a.m.** Vouchers will be distributed at Park entrances and are required to receive your complimentary breakfast.

Pass by to grab some hot pancakes, which will be offered in two locations this year - at the **Grandstand Courtyard** and at the **Saddledome Steps**. To add to the excitement, the Midway fun starts at 9 a.m. Join us for Cenovus Family Day at the Calgary Stampede!

For more information please visit CalgaryStampede.com/CenovusFamilyDay.

Canada 150 Day

Get your maple leaf shirt and your cowboy hat ready for the ultimate Canadian celebration – Stampede style. The **Calgary Stampede** invites you to celebrate our great nation on **Canada 150 Day, Tuesday, July 11, 2017!** Join in and celebrate the unique Canadian-inspired experiences on this special day only. To top it all off, **admission to Park is just \$1.50** until 1:50 p.m. on July 11 – yes, all you need to join this Canadian fun is a loonie and a couple quarters!

Stampede guests are invited to watch a live citizenship ceremony, where 50 new Canadians will be sworn in, enjoy Canada 150 birthday cake and play our country's favourite game at multiple, interactive hockey displays – what's more Canadian than hockey?



Join in as we play the national anthem Park-wide, watch military fly-bys and enjoy an evening campfire with s'mores. Many food vendors around Park will also include a tasty Canadian item on their menus and you can count on an all-star Canadian cast on the Coca-Cola Stage with headliner Marianas Trench.

On top of this, seniors 65 years and older can celebrate the day with free admission all day, free coffee and donuts from 10:00 a.m. – 11:30 a.m., a free WestJet Skyride and rush seating on rodeo and Evening Show tickets.

Stampede Park will open earlier than usual at 10 a.m for Canada 150 Day. Join us as we share our history, celebrate the future and be a part of The Greatest Outdoor Show on Earth – for just \$1.50! For more information on Canada 150 Day, please visit CalgaryStampede.com/Canada150.

Looking to indulge in even more Canadian culture this Stampede? Don't miss the chance to experience one of the greatest spectacles in the country at the TransAlta Grandstand show, **Together**. Emmy-award winning creative producer, Dave Pierce and host, Jann Arden are joined by more artists than ever to bring you the grandest celebration of our Canadian heritage you can imagine. Tickets to see this once-in-a-lifetime performance are available at CalgaryStampede.com/Grandstand.

BMO Kids Day

The **Calgary Stampede** is pleased to invite families to The Greatest Outdoor Show on Earth for some exciting and affordable family fun, with **BMO Kids' Day, Wednesday, July 12**. Families are invited to chow down on a free pancake breakfast and enjoy live entertainment while you eat! Kids 12 and under will get free admission to Stampede Park from 7 a.m. – 9 a.m.

This action-packed day will include an entertaining lineup of performers to help our junior cowboys and cowgirls get their Stampede on! Come join us for good eats and performance treats featuring **The Hee Bee Jee Bees**, **The Stampede Showriders** and **Acrodunk** – high-flying basketball dunkers. Also join in on the fun with the Miniature Chuck wagons and much more! Mayor of Calgary, Naheed Nenshi will also be there to kick start the show. BMO kid's day will provide enjoyable surprises for everyone!

BMO Kids' Day schedule:

- | | |
|---------------------------|-------------------------------------------------------------------------------------|
| 7 a.m. – 9 a.m. | Free admission to Stampede Park for children 12 and under, with accompanying adults |
| 8 a.m. – 9:30 a.m. | Free pancake breakfast, while supplies last at the Grandstand Courtyard |



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- 8 a.m. – 10 a.m.** Free kid-themed variety show on the Grandstand stage
- 9 a.m. – midnight** \$2 admission for children 7 to 12 years old, with accompanying adults (Children 6 and under free)

For more information on BMO Kids' Day, please visit CalgaryStampede.com/BMOKids.

Free Shows:

Alberta Strongman Competition

For the first time ever, the Calgary Stampede has partnered with the Alberta Strongman Association Strength and Fitness Exposition to bring the Strongman Competition to The Greatest Outdoor Show on Earth. Watch some of the biggest names in Strongman compete, including Jean-Francois Caron, the strongest man in Canada title holder and Jimmy Paquet, Canada's second strongest man on **Friday, July 14 to Sunday, July 16 2017** at Community Park South.

Over the three-day competition, guests can watch in wonder as competitors push, pull and lift their way to victory in a variety of events including: the famous atlas stone lift, pulling the GMC Sierra Denali 3500 HD pickup truck, bale yoke carry, CrossFit, Powerlifting, MAS wrestling, Highland Games and many more!

Events will be separated into amateur and pro divisions for men and women. For the full schedule of events please visit CalgaryStampede.com/Strongman.

Elements of Bollywood

The Calgary Stampede is thrilled to announce the addition of the Elements of Bollywood show, happening daily in the International Pavilion of the Big Four building, **July 6 – 16**. The exhilarating performance, put on by Toronto-based dance group Infuzion Artistry, will showcase a fusion of traditional and modern style dance, including Bollywood, hip-hop and Bhangra, leaving audience members dancing in their seats.

The show tells a story rooted in the four elements—earth, wind, fire and water—and has a strong emphasis on production and elaborate costumes.

Infuzion Artistry has performed for a wide variety of audiences, from the Toronto Raptors half-time show to national and international festivals, competitions and events. The group has won first place two years in a row at the Bollywood Dance Canada competition and won best female group at the Bollywood America competition.

For more information, please visit CalgaryStampede.com/Bollywood. *Elements of Bollywood* is free with admission to the Calgary Stampede.



Dog Bowl

Back by popular demand, the **Calgary Stampede** is pleased to present the **Canine Stars** at the **Dog Bowl**, and this year they've added a nightly **10:45 p.m. performance**. This new time allows for guests to sit on the bleachers and watch the TransAlta Grandstand Show fireworks right after the canine athletes perform their tricks and talents!

The location of the Dog Bowl has been slightly altered on the Midway, and the direction has been turned, to provide excellent sightlines for the fireworks display.

Guests can come out and see the Canine Stars performance during daylight as well! The perfected agility and sheer athleticism of the dogs will leave you in awe, making any time of the day a great time to watch this family-friendly show.

The Canine Stars performance is included with your admission to Stampede Park and there are three to five performances per day throughout the Stampede.

For more information on daily show times, please visit <http://www.calgarystampede.com>.

Celebrating Indigenous Relationships

2017 Parade Marshals

The **Calgary Stampede** is honoured to announce this year's Parade Marshals are the seven chiefs of the Treaty 7 Nations. The Treaty 7 Nations are comprised of three Blackfoot Confederacy Nations three Stoney Nakoda Nations and the Tsuut'ina Nation, whose territories are in southern Alberta. Our 2017 Parade Marshals are:

Blackfoot Confederacy Nations:

Chief Roy Fox – Kainai/Blood Tribe
Chief Stanley (Stan) C. Grier – Piikani Nation
Chief Joseph Weasel Child – Siksika Nation

Stoney Nakoda Nations:

Chief Darcy Dixon – Bearspaw First Nation
Chief Ernest Wesley – Wesley First Nation
Chief Aaron Young – Chiniki First Nation

Tsuut'ina Nation:

Chief Lee Crowchild - Tsuut'ina Nation



The origins of the relationship that exists between the nations of Treaty 7 and the Calgary Stampede dates all the way back to 1912 when Guy Weadick, creator and organizer of the very first Stampede, requested that First Nations be a part of the celebration.

105 years later, the Calgary Stampede is honoured to have the seven chiefs of Treaty 7 Territory continue the relationship as our special guests for the 2017 Calgary Stampede Parade.

Relay Races

Tradition and teamwork, precision and pride will be on full display during a new demonstration sport at Calgary Stampede 2017. The Relay Races will feature four of the very best Indigenous racing teams in North America, showcasing their horsemanship skills in a high adrenalin competition. As a demonstration event, relay racing will run for just three nights, **July 11-13**, immediately following the GMC Rangeland Derby.

This year's demonstration Relay Races will feature two teams from Treaty 7 territories, Lone Wolf of the Piikani Nation and Okan Warriors of the Siksika Nation. Joining them are Young Money and the Carlson Team of the Blackfoot Confederacy in Montana.

How **Relay Races** work:

- Each team has four members and three high-powered thoroughbred race horses.
- Team members all have a role. There is one rider, two horse holders and one 'mugger' who catches the horse during an exchange. All teams and their horses make their way onto the track at the same time, and remain on the track for the entire race.
- Teams stand off to the side while the four riders prepare for a standing start.
- When the horn sounds, riders leap onto their horses bareback (without a saddle) and race a lap of the track.
- Once the first lap is completed, it's time for the relay exchange. The rider jumps off his horse and passes it to the mugger. He then leaps onto a new horse and takes off for another lap.
- This cycle continues for three laps, where the fastest team wins!

Music - Biggest Music Festival

Coca-Cola Stage:

This year's **Calgary Stampede Coca-Cola Stage** is set to deliver as one of the largest Canadian music festivals of 2017. Featuring local, national and international performers, the new and expanded lineup will have music fans rocking through the day and into the night. This is the biggest lineup of artists we've ever had performing on the Coca-Cola Stage this year, bringing a new festival-style atmosphere to the Calgary Stampede.



All concerts on the Coca-Cola Stage are free with admission to the Calgary Stampede, July 7 – 16, 2017.

*Please see attached music schedule

Nashville North:

Make **Nashville North** your summer 2017 party hot-spot! Featuring a different experience every night and the best live country music in the city all Stampede long!

In addition the hottest country artists Stampede partier's have come to expect at Nashville North, This summer the Calgary Stampede is proud to introduce **Nashville Nights** – a unique party experience each day.

July 6 - Budweiser Big Ticket featuring Chad Brownlee
July 9 - Caesar Sunday Funday presented by Mott's Clamato
July 10 - 9 to 5 Monday
July 11 - Canada 150 presented by Budweiser
July 12 - #WhiskeyWednesday presented by Jack Daniel's
July 13 - Throwback Thursday presented by Palm Bay

*Please see attached music schedule

Food and Beer

Food

From heat to sweet, the **Calgary Stampede** is thrilled to tease your taste buds with our new, mouthwatering **Midway food**, found only on Stampede Park, July 7 – 16.

With 40 new and innovative foods on the Midway menu, foodies everywhere will want to loosen their belt buckles before clearing their plates at The Greatest Outdoor Show on Earth. Among this year's imaginative offerings are the world's spiciest pizza, Canadian bacon pickle balls, deep-fried Jell-O and a metre-long sausage.

To take a look at all the new food being offered at this year's Stampede, please visit CalgaryStampede.com/food.

An Evening with Christine Cushing

Kitchen Theatre is back with exciting cooking events and competitions during the 2017 Calgary Stampede, featuring An Evening with Christine Cushing on **Tuesday, July 11 at 6 p.m.**



During An Evening with Christine Cushing, the renowned Canadian chef will provide a private cooking tutorial for guests. This special ticketed event will take place on Canada 150 day at Stampede Park.

BBQ on the Elbow

The **Calgary Stampede** and **BBQ on the Bow Society** are proud to present, for the first time ever, the 2017 summer BBQ competition series **BBQ on the Elbow!** Join us for a delicious grilling experience on Stampede Park, **Friday, July 7 - Sunday, July 9, 2017.**

Competitive teams will exercise their authentic barbeque skills, presenting a variety of creative dishes to a panel of judges for a chance to win \$10,000 in prize money and bragging rights.

Located at Community Park South along the Elbow River in Stampede Park, audiences are invited to come down and test their taste buds with delicious samples from select competitors. Coupons will be available for purchase at the event to taste some of the mouthwatering barbeque.

For more information about the BBQ on the Elbow event happening at this year's Calgary Stampede, please visit CalgaryStampede.com/BBQ.

Beer

The **Calgary Stampede** and **Alberta Small Brewers Association** are pleased to announce a diverse offering of Alberta craft beer will make its appearance **July 7 - 16, 2017** in The Big Four Station on Stampede Park.

Visitors to The Big Four Station will be able to quench their thirst from a selection of IPAs, pilsners, ales, unfiltered whites and seasonal varieties available for sample and purchase from 23 Alberta small brewers and Labatt Brewing Company Limited.

In addition to the selections of Alberta craft beer is the Stampede's commitment to educate and bring awareness to the agriculture industries in Alberta. Information will be on display describing barley farming, malting and brewing to enrich and educate visiting craft-beer aficionados.

On top of the local craft brews available at The Big Four Station, this year's Brewmaster's Dinner Series will pair craft beer with specialty menus created and prepared by Calgary Stampede chefs. Stay tuned for ticket information.

The Alberta Small Brewers Association is a not-for-profit organization committed to celebrating craft Alberta beer, the people who make it and quality ingredients, grown here in Alberta.



Labatt Brewing Company Limited continues to be a key partner and is the Official Beer Partner of the Calgary Stampede.

Access to The Big Four Station is free with admission to the Calgary Stampede, July 7 – 16, 2017. The Big Four Station is a specialty food and beverage destination on Stampede Park.

World Class Entertainment and Agriculture

Grandstand Show

The Calgary Stampede presents ***Together***; this year's newly reimagined **TransAlta Grandstand Show**. *Together*, is a celebration of Canada's milestone birthday and is described as a production 150 years in the making. The show promises exhilarating surprise, grand imagery and the kind of breathtaking performances only possible at the Greatest Outdoor Show on Earth.

Together is produced by **Dave Pierce**, Emmy Award winning producer for Outstanding Music Direction for the 2010 Vancouver Olympics opening and closing ceremonies.

This year's Grandstand Show promises to be the biggest, most visually spectacular show yet, an extravaganza not to be missed — made right here at home just for the Calgary Stampede. We will have more entertainers on stage than ever before – almost doubling the number of artists compared to last year.

Hosted by recording artist and icon, **Jann Arden**, with performances by other talented Canadians such as the **Alberta Ballet**, **The Young Canadians**, Calgary's adult choir **Revv52**, Inuit throat singers, **Cailyn DeGrandpre** and **Samantha Kigutaq**. *Together* celebrates our nation's exciting past, present and future by honouring Canada's unique mosaic of culture and nature.

Backed by an all Canadian creative team, the show features the talents and visions of playwright, **Dave Kelly**; Indigenous film maker, **Cowboy Smithx**; director, **Brian Foley**; set designer, **Douglas Paraschuk** and projection and video designer, **Sean Nieuwenhuis**. The show brings the spirit of Canada to life through a unique style of grand pageantry, theatrical special effects, an original musical score and inspiring performances by musicians, acrobats and dancers of all ages.

Come celebrate with us as we indulge in Canadian culture. Only 10 shows and only at the Calgary Stampede.

Budweiser Clydesdale Hitch

Budweiser's legendary heavy horse hitch will return to Calgary as the feature hitch of the 2017 Stampede. Stop by to visit the big, beautiful Clydesdales in their home next to the Northern Lights Arena and the kids midway.



Teamster Challenge

New for 2017, this event will feature Draft Horse Town Teamsters facing obstacles and displaying the partnership between driver and horses. 8 Teams will compete in two 8 minute runs each over a period of two days. Runs are scheduled to take place July 11th and 12th from 7:00pm to 8:30pm in the Agrium Western Event Centre.

Canadian Cowgirls

This high-energy rodeo drill team will be flying the Canadian colours for crowds throughout the 10 days of Stampede 2017. Watch them perform precision riding and daring manoeuvres, set to music. Daily shows will take place in the Agrium Western Event Centre and Saddledome.

Cowboy Up Dog and Pony Challenge

A unique Calgary Stampede event with a western twist. Extreme Cowboy racing will go to the dogs in the Saddledome, Friday, July 7 at 1:30 p.m. Come watch the excitement as some of the world's best Extreme Cowboy horses and riders join forces with amazing pooch partners, and together they will tackle a demanding obstacle course while showing off their speed and skills in a team relay race.

The Extreme Dog and Pony Race

Come see the fur fly as ten talented Extreme Cowboy racing horses and riders are paired up with some powerful pooches as they race around, over, across and under obstacles as fast and with as much finesse as possible. Who will end up as the top dog and pony, only time will tell! This takes place in the Agrium Western Event Centre, Tuesday, July 11 at 4:30 pm.

For information on agricultural events please visit ag.calgarystampede.com/events/