



MEDIA GUIDE

CALGARY STAMPEDE PARADE 2024

@csparade

**STAMPEDE
CS PARADE**

PRESENTED BY



Parade Committee



GREETINGS FROM WILL OSLER

Welcome to the 2024 Calgary Stampede Parade presented by Suncor! Since 1912, the Stampede Parade has served as the official kickoff of The Greatest Outdoor Show on Earth, and it is an iconic part of Calgary's cultural identity. This year we are honoured to welcome actor Owen Crow Shoe as our 2024 Parade Marshal.

Owen's acting career began right here in Alberta on the set of the Oscar winning film, *The Revenant*. Since then, his roles have taken him across the country and around the world, including to California where his latest movie, *Dream*, is being filmed. Before he returns to the silver screen, Owen is kicking off Stampede by leading more than 105 entries comprised of over 400 four-legged and close to 5,000 two-legged participants through the streets of Calgary.

Among the colourful floats, majestic horses and high-energy marching bands, you'll find two special participants in this year's Parade – Duane Mark, Stoney Nakoda Tipi Holder, and Lloyd Templeton, the 2024 Calgary Stampede Poster artist. This beautiful Poster offers a unique view of this historic Parade and depicts Duane riding in the foreground, with a diverse group of Parade participants and spectators making up the landscape.

We are also proud to continue our Parade partnership this year. Suncor has been a key partner of the Calgary Stampede for more than 15 years, and in 2023 they joined this tradition that brings our community together. I encourage everyone watching the Parade to take advantage of Parade to Park presented by Suncor, where you can go straight from the Parade to Stampede Park for free admission from 11 a.m. to 1:30 p.m. After you watch Owen lead the Parade, you can find him at the 2024 Calgary Stampede Powwow as a Master of Ceremonies. His voice will fill the Scotiabank Saddledome on July 7 and 8 from 1 to 6 p.m. as he announces competitors and guides the audience through two days of competition at this extraordinary event.

2024 has been an exciting year at Stampede Park. In May we opened the doors to Sam Centre, an immersive, year-round Stampede experience, sharing the grit and glory of Stampede's greatest stories. A month later, we welcomed guests to the new BMO Centre expansion at Stampede Park – Western Canada's largest convention centre. These new experiences join familiar favourites like concerts, pancakes, chuckwagon races, Midway food, fireworks and so much more for an exciting Stampede 2024.

At its core, the Calgary Stampede is a community organization and gathering place, and we are honoured to have you as our guests. I hope you enjoy everything the 2024 Stampede Parade presented by Suncor has to offer. On behalf of the entire Stampede family of volunteers and employees, thank you for being a part of The Greatest Outdoor Show on Earth!



Will Osler

*President & Chair of the Board
Calgary Stampede*

GREETINGS FROM BLAIR BARKLEY

Welcome to the 112 th Calgary Stampede Parade Presented by Suncor – the official kick-off to The Greatest Outdoor Show on Earth, The Calgary Stampede.

The Stampede Parade Committee has assembled a stellar line-up that has something for everyone, including 11 bands, 21 floats and more than 30 horse entries. Before the main parade kicks off, the parade route will be filled with the sights and sounds of more than 25 performance groups featuring music and dance from here at home and around the world. Joined by more than 50 mascots and characters from all the kids' favourite films, the Parade Prelude sets the stage for the fun to follow.

We are honoured to welcome the 2024 Parade Marshal, actor Owen Crow Shoe. A son of the Piikani Nation and Blood Tribe of the Blackfoot Confederacy, Owen is no stranger to the Calgary Stampede.

We are also thrilled to welcome Heartland stars Amber Marshall, Chris Potter and Shaun Johnston as Celebrity Judges. This will be Amber's second time with the Parade as she was Parade Marshal in 2018.

Today's parade would not be possible without an amazing group of volunteers I am fortunate to work with day in and day out. The Stampede Parade Committee is made up of over 160 dedicated men and women from all walks of life working year-round to put on this show for you. Our committee includes representatives from many different departments and agencies within the City of Calgary and the Province of Alberta who give of their time to ensure that parade fans can travel to and from the route efficiently, while safely enjoying the spectacle of the parade. It is truly a monumental effort that reflects the volunteer spirit that built this great city and is at the heart of the Calgary Stampede.

We could not put this show on the road without the generosity of the people and business community of Calgary's East Village and their neighbours at the Confluence Historic Site and Parkland. Each year for 2 days these folks graciously give up their streets and grounds so that we can stage the parade.

For a second year, we are fortunate to have Suncor on board as our lead sponsor. A parade of this magnitude would not be possible without the generous support of Suncor and the rest of our sponsors.

Whether you are enjoying this year's parade from the same piece of sidewalk your parents and grandparents have called their own for decades, watching from your living room or experiencing the parade for the first time online from another continent, we sincerely hope you have as much fun taking in the parade as we have had putting it all together for you.



Blair Barkley
*Chair, Calgary Stampede Parade
Committee*



HISTORY OF THE STAMPEDE PARADE

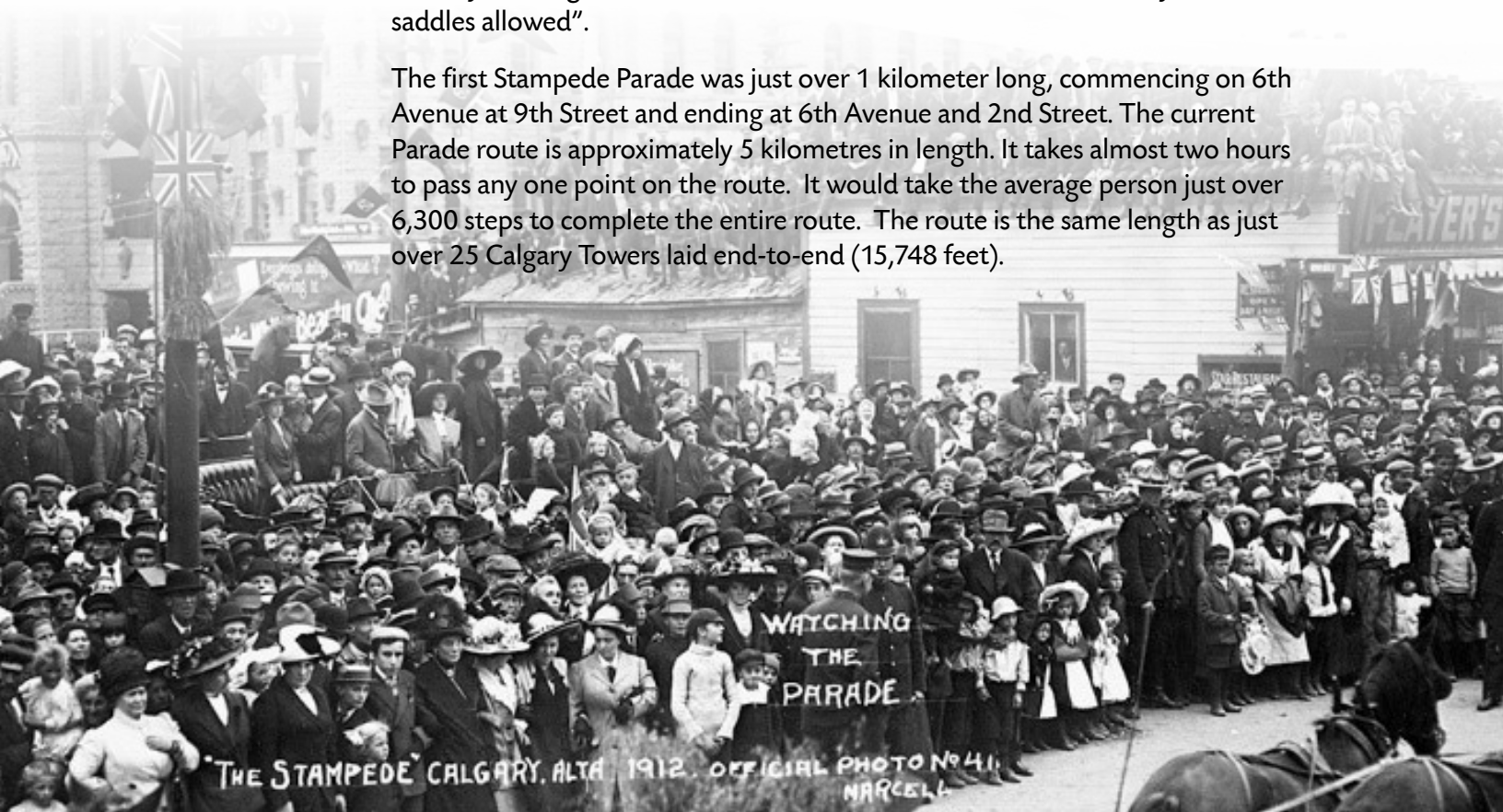
THE CALGARY STAMPEDE PARADE, PRESENTED BY SUNCOR IS THE OFFICIAL KICK OFF TO THE GREATEST OUTDOOR SHOW ON EARTH!

The first Calgary Stampede Parade took place on September 2, 1912 (Labour Day). It was reported that eighty-thousand spectators attended – “only those who were in hospitals or jails missed the opportunity to review the wonderful procession ...”. There were an estimated 3,000 participants, along with horses, oxen, bulls and buffalo. By many accounts, the highlight was the indigenous representation, reported to include almost 2,000 representatives of Treaty 7.

Guy Weadick’s vision for the Parade was not only to generate international attention for Calgary, and its grand exhibition, but to bring business and economy generally to the Canadian Northwest. Entries, or “sections” of the Parade, as it was in the first year, were to reflect events of historic importance, including the coming of the Hudson’s Bay Co., the mining industry, whiskey traders and missionaries. The Royal Canadian Mounted Police had a prominent spot, and of course all manner of farmers and ranchers.

Anyone was welcome to join the march, so long as dressed in appropriate cowboy or cowgirl costume, and riders must have stock saddles only – “no flat saddles allowed”.

The first Stampede Parade was just over 1 kilometer long, commencing on 6th Avenue at 9th Street and ending at 6th Avenue and 2nd Street. The current Parade route is approximately 5 kilometres in length. It takes almost two hours to pass any one point on the route. It would take the average person just over 6,300 steps to complete the entire route. The route is the same length as just over 25 Calgary Towers laid end-to-end (15,748 feet).





Parade Marshal **OWEN CROW SHOE**

The Calgary Stampede is honoured to announce that actor Owen Crow Shoe will lead the 2024 Stampede Parade as the Parade Marshal.

Crow Shoe is from the Piikani Nation and Blood Tribe of the Blackfoot Confederacy. His acting career started on the set of the Oscar winning film, *The Revenant*, where he worked as a stunt rider. Since then, his roles have taken him across the country and around the world, including to California where he's currently filming *Dream*.

This summer, Crow Shoe co-stars alongside the 2022 Parade Marshal, Kevin Costner, in the movie *Horizon: An American Saga*, but on July 5 he'll be returning home to southern Alberta to kick off Stampede 2024.

In addition to leading the Parade, Crow Shoe will be part of the 2024 Calgary Stampede Powwow as a Master of Ceremonies. His voice will fill the Saddledome on July 7th and 8th as he announces competitors and guides the audience through an extraordinary day of competition.

In his own words:

I grew up at the Calgary Stampede and never missed a year in my life, except 2011 when I was playing football in Kamloops. From spending time in Elbow River Camp singing and drumming, to participating in the Warrior Ride during the Stampede Rodeo Grand Entry, I've made a lot of memories and lifelong friendship at the Stampede.

My family has been part of the event since 1985 when my grandparents Earl and Allison Healy first set up their tipi in Elbow River Camp and I am proud to continue that tradition by leading the Parade and officially kicking off The Greatest Outdoor Show on Earth.



Parade Celebrity Judges **AMBER MARSHALL** **CHRIS POTTER** **SHAUN JOHNSTON**

The Stampede Parade Committee is thrilled to welcome three of the stars from the hit television series, *Heartland* as 2024 Celebrity Judges. 2018 Stampede Parade Marshal Amber Marshall will be joined by her co-stars Chris Potter and Shaun Johnston to select their favourite entry from all categories of parade entries.

In its 18th season, *Heartland* is a CBC original series set in the rolling foothills of the Rockies in the fictional town of Hudson, Alberta. The critically acclaimed family drama, loved by fans of all ages in over 120 countries. In 2023 it was one of the Top 10 Most Viewed Acquired Shows across ALL streaming platforms.

Past Celebrity Judges have included: University of Calgary Chancellor and former Calgary Stampeder Jon Cornish, country music star Aaron Pritchett, entrepreneur and *Dragons Den* star Manjit Minhas, chuckwagon legend Kelly "the King" Sutherland, former television meteorologist David Spence, and 2023 Celebrity Judge, actor and model Ashley Callingbull.

For more information on the 2024 Celebrity Judges, visit: <https://news.calgariystampede.com/> and scroll to June 21, 2024





PAST PARADE MARSHALS

THE PARADE IS LED EACH YEAR BY THE PARADE MARSHAL, A SPECIAL INDIVIDUAL WHO EXEMPLIFIES THE VALUES OF THE CALGARY STAMPEDE.

From Bing Crosby (1959) to Walt Disney (1965), King Charles III (1977) to Prince William and Princess Kate Middleton (2011), Kevin Costner (2022), and most recently Astronaut Jeremy Hansen, past Parade Marshals include many stars in the entertainment industry. We are also privileged to have hosted individuals recognized for remarkable personal achievements, such as Olympians, astronauts, mountain climbers, and cancer survivors.

calgariystampede.com/stampede/parade/marshal



PARKING RESTRICTIONS AND HOW TO GET TO THE PARADE



Utilizing public transit, walking, or carpooling is the optimal way to get to the Parade route. If you must drive downtown, plan to arrive well before 7:30 a.m. (*when the roads close*) or park outside the closed area.

For Calgary Transit updates, please visit: www.calgarytransit.com/home.html

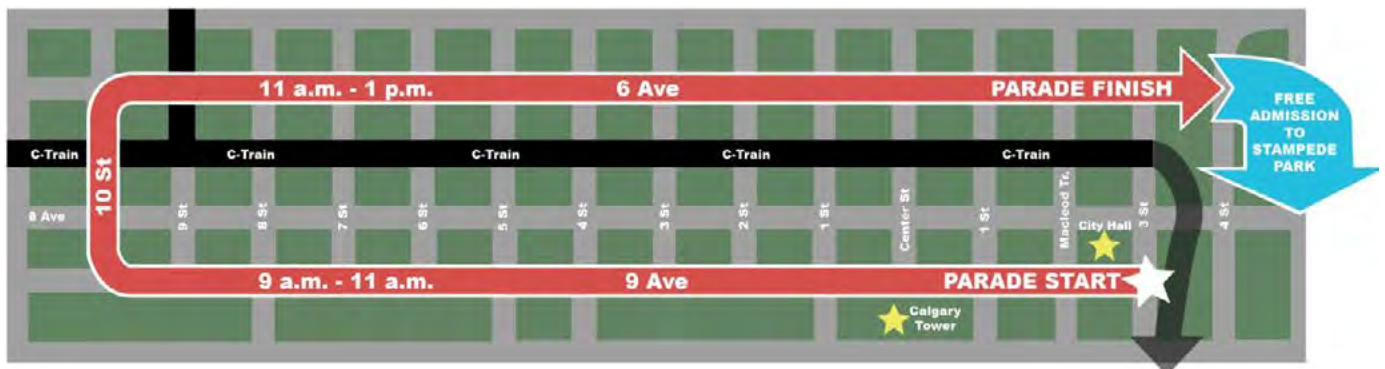


Parking restrictions on all roads on and adjacent to the Parade route will be in effect from 12:00 p.m. on Thursday, July 4 to approximately 3:00 p.m. on Friday, July 5. All roads in and out of downtown intersecting with the Parade route will be closed at 7:30am Friday July the 5th.



For further details on road closures and parking restrictions in downtown Calgary and the East Village, please visit: www.calgarystampede.com/stampede/parade/road-closures

Please follow instructions on roadway signage.



NOTE:

The entire Parade route will remain closed to traffic until the last entry has left the route (*approximately 1:30 p.m.*)



PARADE SEATING, SAFETY, AND ETIQUETTE

- More than 80% of the Parade route along 9th and 6th Avenues is available for free-of-charge seating on a first come, first served basis. It is best to arrive early to find optimal viewing spots.
- The Calgary Stampede Parade Committee does not provide seats.
- Parade operations require five full lanes of traffic: the center three for entries and the outer two lanes for Parade operations and emergency vehicle access.
- Do not cross the Parade route at any time.
- Keep a close eye on children.
- Portable water stations will be available along the route. Spectators are encouraged to bring re-fillable water bottles.
- To avoid heat related emergencies bring a broad brimmed hat, stay hydrated with water and wear a minimum SPF 30 sunscreen.
- Portable toilets will be available along the route.
- In case of rain, bring raingear, but try to leave umbrellas at home, as they may block the view of other spectators.
- Emergency Medical Services (EMS) will be onsite.



PARADE PRELUDE

BE SURE TO STAKE YOUR SPOT ON THE ROUTE EARLY AS YOU DON'T WANT TO MISS THE PARADE PRELUDE!

Once the parade route is cleared of traffic at about 7:45 am, these wonderful groups hit the parade route in static locations to perform for the gathering parade fans.

The sights, and sounds of some of Calgary's finest performers will surely get you in the mood for the big show to come!

PERFORMING AT 6TH AVENUE AND 5TH STREET SW

Guns of the Golden West
YYC Princesses #2
Lightning Elite
Dominican Dance Group
Keeping it Country Line Dance
Missions PH Foundation
Cochrane Sings

PERFORMING AT 9TH AVENUE AND 5TH STREET SW

Sinulog Dance Group
Lucid Martial Arts
Skud Frula
Chinook Country Line Dancers
Canadian Indonesian Social Club
Youth Singers Calgary
Aztec Sky Ballet Folklorico

PERFORMING AT 6TH AVENUE AND 10TH STREET SW

YYC Princesses #1
Calgary Italian Dancers
Remix Baton Club
U of C Cheer Squad
Gujarati Mandal of Calgary
Tecumsh Taekwon Do Society
Tibetan Association of Alberta
Markame Dance Group
Vietnamese Essence

PERFORMING AT CENTRE STREET & 9TH AVENUE

Simon the Safety Bear
Calgary Fire Department Mascots
Mascot Parties
Calgary Stampeders Hype Team
Skip Time
Young Bhangra Club
Dynasty Cheer Squad
Amor H Mexico
Cool Choir
CS Square Dancers
CS Antique Trolley

CALGARY STAMPEDE 2024 PARADE - JULY 5/24



**TEXT THE NUMBER OF YOUR FAVOURITES TO WIN
403-692-0977**

PARADE ENTRY LINE-UP AS OF JUNE 20, 2024

- 1 GMC ENTRY**
- 2 SUNCOR - PARADE SPONSOR START ENTRY & BANNER**
- 3 HARRY THE HORSE, OFFICIAL MASCOT OF THE CALGARY STAMPEDE**
- 4 CALGARY STAMPEDE SHOWBAND**
- 5 CALGARY STAMPEDE SHOWRIDERS**
- 6 RCMP HONOUR GUARD**
- 7 OWEN CROW SHOE - STAMPEDE PARADE MARSHAL 2024**
- 8 CALGARY STAMPEDE PRESIDENT, WILL OSLER**
- 9 CS ROYALTY - STAMPEDE PRINCESS, BROOKE FIELDINGS & FIRST NATIONS PRINCESS, MARGARET HOLLOWAY**
- 10 CALGARY STAMPEDE PROMOTION COMMITTEE SHOW WAGON**
- 11 CALGARY STAMPEDE EXECUTIVE & BOARD OF DIRECTORS & 2024 YOUTH POSTER COMPETITION WINNER, LLOYD TEMPLETON AND STONEY NAKODA TIPI HOLDER DUANE MARK**
- 12 CALGARY STAMPEDE FOUNDATION**
- 13 CALGARY STAMPEDE QUEEN'S ALUMNI**
- 14 STONEY NAKODA NATIONS; BEARSPAW, CHINIKI AND WESLEY**
- 15 RCMP SOUTHERN ALBERTA DISTRICT AND THE RCMP VETERANS ASSOCIATION**
- 16 CALGARY POLICE SERVICE PIPE BAND**
- 17 CALGARY CITY POLICE MOUNTED TROUP & CHIEF OF POLICE**
- 18 CALGARY POLICE ASSOC. & THE MISSING CHILDREN SOCIETY OF CANADA**
- 19 RCAF 100TH BIRTHDAY, APRIL 1, 2024**
- 20 POLITICIANS GROUP #2 - MLAS**
- 21 CHILDREN'S COTTAGE SOCIETY**
- 22 VALLEY VIEW PERCHERONS**
- 23 TELUS SPARK SCIENCE CENTRE**
- 24 CALGARY ROUND-UP BAND**
- 25 WESTJET**
- 26 HERITAGE PARK: HISTORY IN MOTION. 60 YEARS ROLL ON!**
- 27 LORD STRATHCONA**
- 28 COWLEY'S RAFTER SIX**
- 29 CALGARY STAMPEDE RODEO COMMITTEE**
- 30 SOUND OF THE ROCKIES HIGH SCHOOL MARCHING BAND**
- 31 CANADIAN NATIONAL RAILWAY**
- 32 ISMAILI MUSLIMS: "CANADA'S STRENGTH IN DIVERSITY"**
- 33 BEST SEAT IN THE PARADE**
- 34 WINDY RIDGE RIDERS ASSOCIATION**

*** Line-up subject to change* - Please visit www.calgarystampede.com/stampede/parade for up-to-date line-up**

CALGARY STAMPEDE 2024 PARADE - JULY 5/24



**TEXT THE NUMBER OF YOUR FAVOURITES TO WIN
403-692-0977**

PARADE ENTRY LINE-UP AS OF JUNE 20, 2024

- 35 SHELLEY V PERCHERONS**
- 36 PARKS CANADA MOUNTED COLOUR PARTY**
- 37 CALGARY STAMPEDE CHUCKWAGON COMMITTEE & RELAY RACERS
** SWEEPERS****
- 38 CANADIAN MILITARY**
- 39 DEPLOYMENT TO EMPLOYMENT (CODING FOR VETERANS)**
- 40 CALGARY FIRE DEPARTMENT HONOUR GUARD**
- 41 CALGARY FIRE DEPARTMENT PIPES & DRUMS**
- 42 CALGARY FIRE DEPARTMENT ANTIQUE BRIGADE**
- 43 CALGARY FIRE DEPARTMENT VALUES REPRESENTATIVES WITH
FIRE CHIEF STEVE DONGWORTH**
- 44 CALGARY STAMPEDE LOTTERIES**
- 45 CALGARY REGIONAL APPALOOSA CLUB**
- 46 SOUTHERN ALBERTA PIONEERS AND THEIR DESCENDANTS**
- 47 PIIKANI, KAINAI, SIKSIKA**
- 48 ALBERTA FRIESIAN HORSE ASSOCIATION**
- 49 FIESTA FILIPINO: F2X LEGACY**
- 50 TAIPEI FIRST GIRLS HIGH SCHOOL MARCHING BAND, HONOUR GUARD & COLOR GUAR**
- 51 KOREAN ART CLUB**
- 52 WESTERN AGRICULTURE HERITAGE COMMITTEE (WAHC)**
- 53 GLORY TO UKRAINE**
- 54 AL AZHAR SHRINERS OF SOUTHERN ALBERTA**
- 55 TIAN GUO MARCHING BAND**
- 56 FALUN DAFA ASSOCIATION**
- 57 STEEL'S SCOUTS COMMEMORATIVE TROOP ASSOCIATION**
- 58 JKL TRAIL RIDES**
- 59 MEN IN KILTS STAMPEDE BOOT**
- 60 CALGARY JAPANESE COMMUNITY ASSOCIATION**
- 61 PATRIOTS MARCHING BAND**
- 62 PAWSITIVELY WILD 'N'FREE**
- 63 POLITICIANS GROUP #1 - CIVIC (COUNCILORS)**
- 64 CALGARY SPORTS & ENTERTAINMENT CORPORATION**
- 65 COASTAL COWGIRLS DRILL TEAM**
- 66 ALBERTA SHERIFFS**
- 67 CPKC**
- 68 THE NIGERIAN CANADIAN ASSOCIATION OF CALGARY**
- 69 CALGARY STETSON SHOWBAND**
- 70 UNITED CALGARY CHINESE ASSOCIATION**

*** Line-up subject to change* - Please visit www.calgarystampe.com/stampe/parade for up-to-date line-up**

CALGARY STAMPEDE 2024 PARADE - JULY 5/24



**TEXT THE NUMBER OF YOUR FAVOURITES TO WIN
403-692-0977**

PARADE ENTRY LINE-UP AS OF JUNE 20, 2024

- 71 ALBERTA ENVIRONMENTAL ENFORCEMENT BRANCH**
- 72 POLITICIANS GROUP #3 - MPS**
- 73 ALBERTA AZERBIJANI CULTURAL SOCIETY**
- 74 ROTARY WELCOMES THE WORLD IN 2025**
- 75 WOW 1 DAY PAINTING**
- 76 CALGARY WESTERN RIDERS**
- ** SWEEPERS****
- 77 INDIA, THAT IS BHARAT (MARATHI)**
- 78 UNIVERSITY OF CALGARY - SPACE REX**
- 79 CALGARY STAMPEDE MINIATURE HORSE SHOW COMMITTEE**
- 80 VISITING ROYALTY**
- 81 BLACKFOOT WARRIOR PARTY & HORSEMANSHIP/FILM SOCIETY**
- 82 ALBERTA GHOSTBUSTERS**
- 83 RED DEER ROYALS MARCHING SHOW BAND**
- 84 ABBOTSFORD POLICE DEPARTMENT**
- 85 PENTICTON PEACH FESTIVAL**
- 86 TSUUT'INA NATION**
- 87 ALBERTA GYPSY VANNER HORSE CLUB**
- 88 FORT CALGARY OUTRIDERS**
- 89 GUNS OF THE GOLDEN WEST**
- 90 THE WILDIES! LEGENDS OF THE WEST**
- 91 TSUUT'INA NATION POLICE SERVICE**
- 92 CALGARY FARMER'S MARKET**
- 93 GLENMORE TEMPLE BAND**
- 94 WOMEN'S PROFESSIONAL SOCCER TEAM**
- 95 RAICES DEL PERU NON-PROFIT CULTURAL ASSOCIATION**
- 96 MILLARVILLE MUSICAL RIDE**
- 97 DYNAMIC ENERGY GROUP INC.**
- 98 OKLAHOMA EXPRESS**
- 99 CALGARY ARABIAN HORSE ASSOCIATION**
- 100 CAI TAI CHI LIFE BY CAI TAI CHI & MARTIAL ARTS FOUNDATION**
- 101 ALBERTA HEALTH SERVICES (EMS)**
- 102 DASHMESH CULTURE CENTRE**
- 103 STARS BUS**
- ** SWEEPERS****

*** Line-up subject to change* - Please visit www.calgarystampede.com/stampede/parade for up-to-date line-up**

MEDIA INFORMATION

The Calgary Stampede Parade Committee is pleased to offer support for media in advance of, and on, Parade-day.

Two things to note:

Limited seating for media covering the Parade is available in the dedicated viewing areas located on 9th Avenue, east of Centre Street, in front of the Marriott Hotel. Pre-registered/accredited media personnel will be permitted. To register, and/or if you require resources or support for the Parade, please contact our Media Coordinator – Bob Young – **by no later than Thursday, July 4, 2024** at (403) 850-5575 or csparademediacoordinator@gmail.com

Our partners at **Corus Entertainment** with **Global Calgary** will be broadcasting all of the excitement live.

Tune in to Global Calgary on Friday, July 5, at 8:45 a.m. to watch a special live broadcast of the 2024 Calgary Stampede Parade. The Global News Morning team of **Dallas Flexhaug, Blake Lough, Leslie Horton** and **Tiffany Lizee** will provide coverage of everything from the opening fireworks to the last street sweeper. They will once again be joined by Corus Entertainment's The Morning Show's **Jeff McArthur** on the street and in the crowd adding reaction and insight to all the action. The special broadcast will air on Global Television, the Global TV app, Globalnews.ca, the Global News YouTube channel, Facebook and Amazon Prime.

CTV will broadcast their "2024 Calgary Stampede Parade" show live on CTV Calgary and CTV Lethbridge on Friday, July 5, 2023 from 8:55am-11:00am. Coverage will be hosted by **CTV Morning Live's Jefferson Humphreys & Jodi Hughes**, with reports along the route from **CTV Morning Live's Adriana Zhang & Gina Martin**. CTV will also be streaming their coverage live on CTVNewsCalgary.ca, and will be updating X - [@CTVCalgary](https://twitter.com/CTVCalgary).

HOW TO ENTER THE PARADE

BE A PART OF THE OFFICIAL KICK-OFF TO THE GREATEST OUTDOOR SHOW ON EARTH!

The Calgary Stampede Parade Committee is in the Show Business.

OUR MISSION IS SIMPLE:

Provide a great Stampede experience for our participants, while ensuring adherence to the very highest safety standards for all participants, both 2-legged and 4-legged. Entries in the parade include floats, bands and all kinds of horse hitches, and wagons.

Whether you are a community or arts group, educational facility, or a member of Calgary's corporate community, the parade is the venue to show off our city's vibrant multi-cultural community and western heritage.

If you are a performing arts group, the Parade Prelude is an excellent way to show off your talents and perform on one the most iconic stages in the world.

APPLICATIONS TO ENTER THE 2025 PARADE WILL OPEN IN THE FALL OF 2024.

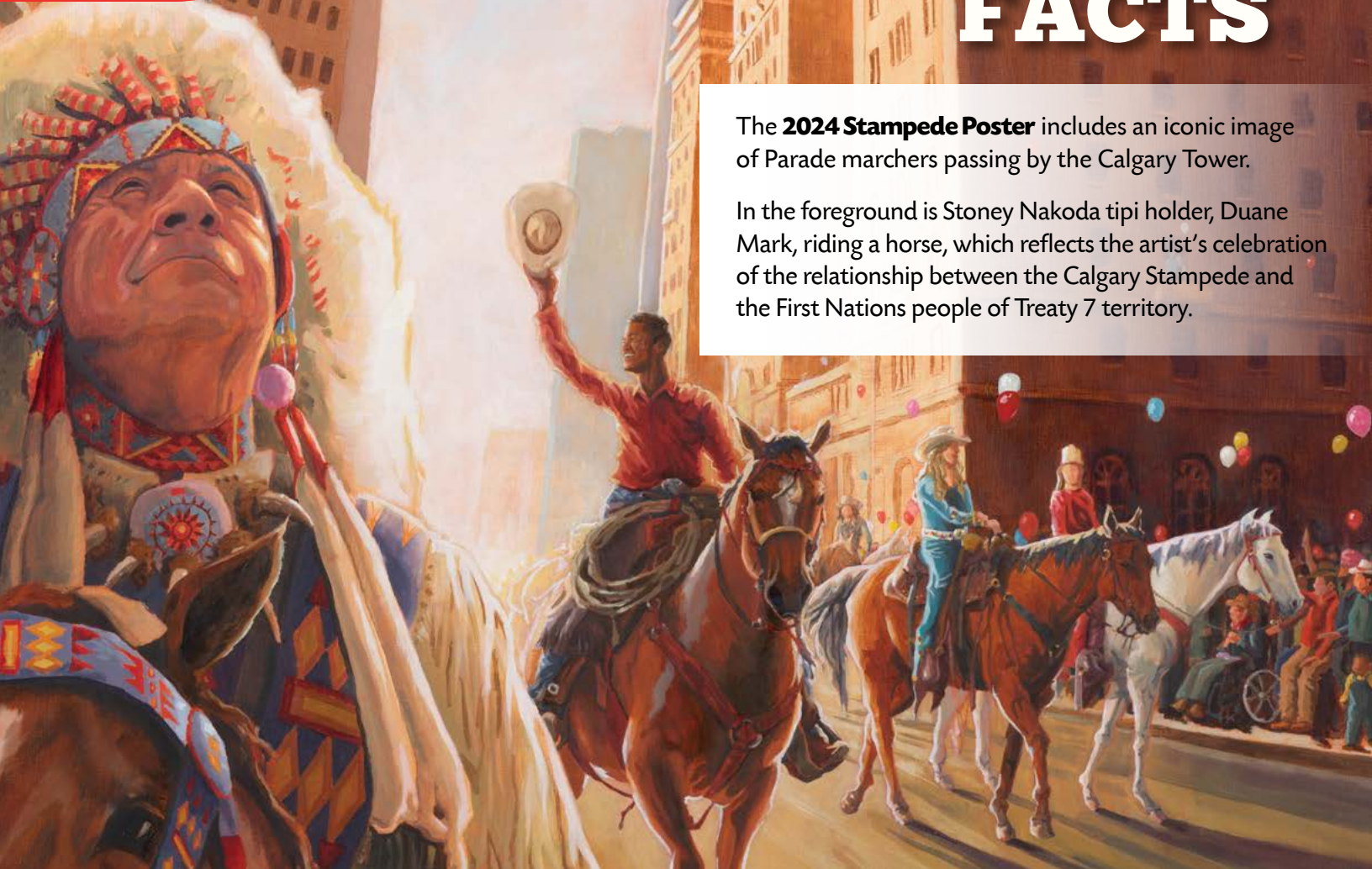
Visit www.calgarystampede.com/stampede/parade for more information.



TRADITION HISTORY FACTS

The **2024 Stampede Poster** includes an iconic image of Parade marchers passing by the Calgary Tower.

In the foreground is Stoney Nakoda tipi holder, Duane Mark, riding a horse, which reflects the artist's celebration of the relationship between the Calgary Stampede and the First Nations people of Treaty 7 territory.



The artist is 22-year-old Calgarian, **Lloyd Templeton**, as the winner of the sixth Calgary Stampede Youth Poster Competition. The competition is one of Canada's largest educational art scholarships, aimed at preserving and promoting western heritage for future generations.

The Poster tradition began even before the first Parade in 1912, advertising in 1908 the Dominican Exhibition, Calgary, Alberta: "Western Canada's Greatest Fair". The 1912 Poster referred to the Stampede as "A Carnival of Cowboy Sports Open to the World", and included an image created by the famous western painter Charles Marion Russell.

Posters have been produced consecutively every year since, evolving from being strictly a marketing tool to an icon of the event and the City of Calgary.

In 1999, the Stampede Poster archive was established. Until 2019, all but three posters were accounted for; 1930 was located in 2019 (donated by Darlene and Bill Mowatt - it had been hanging in their basement for more than 35 years). Now only 1922 and 1926 are outstanding.

The posters can be viewed through the newly opened SAM Centre: samcentre.calgarystampede.com/explore-and-learn/stampede-posters.

PARADE TO PARK

PRESENTED BY



Free admission to Stampede Park between 11:00 a.m. and 1:30 p.m. on Parade day.

ARRIVE EARLY AND CATCH SOME GREAT ENTERTAINMENT ALONG THE PARADE ROUTE STARTING AT 7:30AM WITH THE PARADE PRELUDE.

34 Incredible and entertaining acts

1,500+ Performers bring the streets alive and pump up the crowd for the main event.

The Calgary Stampede Parade committee is a year-round volunteer committee with over **160 DEDICATED FULL-TIME MEMBERS.**

These volunteers put in close to **20,000 HOURS YEAR-ROUND,** and close to **10,000 HOURS ON PARADE DAY.**

Many of these volunteers have been involved with the Parade for over 40 years.



Each parade entry is accompanied by a member of the

Royal Canadian Sea Cadets, Royal Canadian Army Cadets, or Royal Canadian Air Cadets.

These Cadets serve as Parade Pacers.



THE CALGARY STAMPEDE PARADE IS THE SECOND LARGEST IN NORTH AMERICA after the Rose Bowl Parade held in Pasadena, California. With a live in-person audience of **300,000 OR MORE!**

THE 2024 PARADE WILL FEATURE MORE THAN 100 ENTRIES

30+
HORSE
ENTRIES

11
BANDS

21
FLOATS

8
MOUNTED
COLOUR
PARTIES

Over **700 HORSES** will make their way around the route!

First Nations have played a prominent role in the Calgary Stampede since 1912 when 1,800 members of Treaty 7 led the Parade at the request of Stampede visionary, Guy Weadick.



Has it ever rained on a parade? Truth be told, it has. In 1951, "It rained – in sheets it rained. The temperature was 42 above and most of the marchers just about froze."

The largest horse train to drive in the parade was led in 1925 by Ralph 'Slim' Moorehouse. It was a **36-horse hitch** comprised of beautifully matched black Percherons. Slim had 6 outriders, to help steer and manage the train. He pulled 10 wagons of grain, competing for prowess in a time when the freight industry was being overhauled by the introduction of motorized vehicles.

Approximately **2 tons of manure** will be deposited on the Parade route. Since 2001, the City of Calgary "Street Sweeper Critters" have been responsible for clearing the Parade route.

The Critters include: Chestnut the Horse, Barlow the Buffalo, Outlaw the Bull, and Daisy the Cow. The Stampede Critters will be joined by the "Men in Kilts" street sweepers.



THANK YOU TO OUR SPONSORS



AND TO OUR COMMUNITY BUILDERS

Big Chief

Birchcliff Energy

National Motor Coach

Calgary Italian Bakery Ltd.

Blair Barkley

Barnes Motor Sports

Marble Slab Creamery

Raymond James Ltd.

Brad Antoniuk
Senior Wealth Advisor

Christina Chow
Senior Portfolio Manager, Senior Wealth Advisor

Filomena May
Senior Wealth Advisor, CIM & Insurance Advisor

David McNeil
SVP National Director

Wayne McNeill
B.Comm. Senior Wealth Advisor

WE APPRECIATE YOUR GENEROUS SUPPORT

SEE YA'LL NEXT TIME

Friday July 4, 2025

@csparade