

Media Guide

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Media Relations

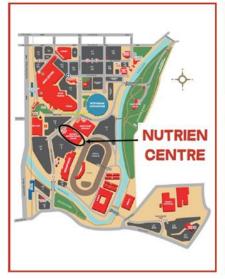
Media Lounge

Nutrien Western Event Centre – Journey 2050 Classroom Open: 9 a.m. to 10:30 p.m.

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

The Stampede Agriculture and Western Events Media volunteer committee will be in and out of this room, and while at least one member will always be present during operating hours, please leave valuables/camera gear at your own risk.

Please be aware that this space is used for an agriculture education program outside of the annual festival. Education Coordinators will be in and out of the room from July 5-14 to feed the fish and water the plants.





Media Wi-Fi

Network: Stampede Visitor Network

Access Code: M3DI@

Need Assistance?

Our Media Relations team is here to help. Whether you're looking to schedule an interview, connect with a spokesperson, or gather information for your story, we're available to support you throughout Stampede. Don't hesitate to reach out—we're happy to assist in any way we can to help you share the story of The Greatest Outdoor Show on Earth.

Artist Interviews

Please note that the Calgary Stampede Media Relations team does not coordinate interviews with musical artists. All interview requests must be submitted directly to the artist's PR representatives for consideration.

Contact Information

Media Requests

media.relations@calgarystampede.com

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Communications Coordinator

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Media Parking

Designated media parking for the 2025 Calgary Stampede is available at the Saddledome via 5A Gate (640 14th Ave SE).

Parking access is restricted to accredited media members who have been issued an official Calgary Stampede Media Parking Pass.

This pass grants access to Lot B and P1 only and is valid from July 3 to July 13. The pass must be displayed on your dashboard at all times.

Please note: parking passes are non-transferable and may not be duplicated or altered under any circumstances. Misuse of media parking privileges may result in the revocation of access.

Photography & Video Guidelines

Rodeo Footage

Capturing video Footage of the Stampede Rodeo and Rangeland Derby presented by Play Alberta is **not permitted**. To request Footage of these events, please contact William McLarnon at wmclarnon@calgarystampede.com.

Concert Footage & Photography

For access to the Coca-Cola Stage, Nashville North and The Big Four Roadhouse photo pits:

2025 Media Guide



- All media must be at the side gate, stage left (stage right for Nashville North), prior to the show's start.
- A member of the crew/tour will escort you to the pit and provide you with shooting permissions/instructions. Note that some artists may require photo releases to be signed.
- You will then be escorted out.

Please note that some artists will not permit any shooting. If that is the case, you will be advised at stage left.

No outlet is permitted backstage access of any kind, outside of the escort to/from the pit.

Photos and/or Footage cannot be used for commercial use or personal gain.

For inquiries, please contact media.relations@calgarystampede.com

Barn Access

Access to the Race Barns is available by escort only. All requests to access the barns must be made through media.relations@calgarystampede.com ideally 24 hrs in advance.

Elbow River Camp Access

All requests to conduct media interviews in Elbow River Camp must be sent to media.relations@calgarystampede.com AT LEAST 24 hours in advance. All requests will be forwarded to and managed by Vanessa Stiffarm, Elbow River Camp Coordinator.

The Calgary 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.

For more information, visit: https://branding.calgarystampede.com/

Social Media Handles

We appreciate your support in sharing the excitement and spirit of this iconic event. Please feel free to tag us on your social media channels so we can celebrate together!

Website: calgarystampede.com

Instagram: instagram.com/calgarystampede

X: x.com/calgarystampede

Facebook: facebook.com/calgarystampede

LinkedIn: linkedin.com/company/calgary-stampede

YouTube: youtube.com/calgarystampede

Visit <u>calgarystampede.com</u> and connect with the Calgary Stampede online via Instagram, Facebook, Twitter, TikTok and YouTube for all the latest news.

2025 Fact Sheet

AttendanceGATE ATTENDANCE

2024: 1,477,953 **2023**: 1,384,632 **2022**: 1,216,859

DAILY GATE ATTENDANCE (2024)

Day	Attendance	Cumulative
Thursday	40,499	40,499
Friday	161,403	201,902
Saturday	135,645	337,547
Sunday	201,260	538,807
Monday	90,843	629,650
Tuesday	141,053	770,703
Wednesday	134,669	905,372
Thursday	135,351	1,040,723
Friday	134,157	1,174,880
Saturday	156,400	1,331,280
Sunday	146,673	1,477,953

Quick Facts

First Calgary Stampede	September 1912
# of Rodeo Contestants in 2025	210
Total Calgary Stampede Rodeo Purse	\$2,171,750
Stampede Park	193 Acres
Incorporation	Not-For-Profit Organization
Volunteer Board of Directors	28
Elected by shareholders	20
Immediate Past President	1
Government Appointment	4
Community Appointment	3
Volunteers	
Year-round employees	

Seasonal Stampede-time employees	3,500
10-Day Economic benefit to Alberta	\$282M
Year-Round Economic benefit to Alberta	\$540M
Year-Round Economic benefit to Canada	\$700M

Animal Care

We are proud of our connection with animals. Treating them with respect and care is part of how we celebrate our western heritage and values. Throughout the year more than 7,500 animals take part in our many competitions, exhibitions and educational programs.

In the spirit of continuous improvement, we look to the advice of experts and the latest in science to better understand animal behaviour, response and performance related to western events. Throughout the year we consult with professional veterinary advisors, world-class researchers and many other experts in livestock care, health and handling. As a result, our Fitness to Compete program is considered one of the most comprehensive animal care programs in North America and we are fortunate to be able to share our learnings with other fairs, rodeos and exhibitions.

The Calgary Stampede takes a disciplined approach to animal care, focused on meeting three distinct standards:

- 1. The regulations set out in Alberta's Animal Protection Act. These regulations are monitored by the Calgary Humane Society and Alberta SPCA year-round;
- 2. The codes of best practices for each animal species as recommended by Canada's industry experts;
- 3. The Stampede's own animal care code of practice. During the Calgary Stampede, a team of veterinarians is on site day and night to ensure the best possible care is available.

The Stampede's strict adherence to Alberta's Animal Protection Act also means the Calgary Humane Society and Alberta SPCA have all-access privileges to Stampede Park.

For more information and frequently asked questions about the Calgary Stampede and animals, visit our website: corporate.calgarystampede.com/about-us/animal-care/questions-answers

Calgary Stampede Royalty

The Calgary Stampede Royalty consists of the First Nations Princess and Stampede Princess. Each year the reigning Royals attend hundreds of community and Stampede events as ambassadors of the Calgary Stampede, sharing and celebrating the Stampede's western heritage, cultures and community spirit locally and around the world.

2025 Calgary Stampede First Nations Princess



Pacey Strangling Wolf

Pacey Strangling Wolf is a 25-year-old Jingle Dress Dancer from the Kainai Nation. Her Blackfoot name is Otsskoikitstakiakii, which means "Blue Offering Woman." She aspires to be an educator, teaching the Blackfoot language or drama to Indigenous youth.

2025 Calgary Stampede Princess



Breanna Correia

Breanna Correia is a 23-year-old communications student at Mount Royal University in her hometown of Calgary. Her passion for agriculture began at the age of nine when she joined her local 4-H club. Today, she balances her studies with coaching multiple local 4-H clubs and spending as much time outside as possible. As an aspiring professional communicator, Breanna is passionate about connecting with people and the art of storytelling, particularly through visual media. Growing up in Calgary, she has always held a special connection to the Calgary Stampede and is thrilled to be a part of this year's Royalty competition.

New & Notable for 2025

*Ticketed Event

Action Zone – BMO Centre

- Rock-climbing Wall
- Fitset Ninja Obstacle Course*
- Mobile Escape Bus*
- Sim Racing*

BMO Community Square (formerly Community Stage) - BMO Centre

Visit the BMO Community Square for a welcoming atmosphere with comfortable seating and dynamic entertainment on the Community Stage.

- Inclusive cultural performances from GlobalFest
- Robot Rodeo Youth Robotics Competition

Find the full Community Stage schedule here.



Hand Games Competition – Elbow River Camp

- Returning for the second year at Elbow River Camp, the Hand Games Competition will occur in the Arbour on July 10 and 11, starting at 3 p.m.
- Over two days, 300 participants will compete for \$10,000 in prize money.

Find more information about the Hand Games Competition <u>here</u>.

Horse Corrals - Elbow River Camp

- New for 2025, horse corrals will be open daily in Elbow River Camp.
- Horses from the corrals will participate in the daily Parade through Park and Old Time Rig rides to and from Fluor Rope Square on Stephen Ave.

Market Connection - BMO Centre

Visit The Market at the Calgary Stampede - your go-to destination for shopping, entertainment, and all-day excitement with new attractions such as BMO Community Square and the Action Zone.

Midway Rides, Games & Food

Explore all the Calgary Stampede Midway offers, including fan-favourite rides, outrageous new eats and unforgettable fun.

Explore more than 50 new Midway foods, including Fiery Dill Coke, Freaky Tzatziki Twisted Pickles,
Mopane Worm Poutine, the crispy-shelled Ramenrito and more.

Find the complete list of new foods here.

- Enjoy specially sized kids' rides in The Great FUNtier including a mini-Midway where kids can try their hand at games for a change to take home a prize.
- Introducing a new digital ticketing system by N.A.M.E., replacing coupons with RFID wristbands to buy ride tickets, wristbands and express passes all in one place.

For more information about the Midway and hours, visit <u>here</u>.

Nashville North

New for 2025, the Nashville North patio is expanding with new VIP experiences offered to quests.

- The Nashville North VIP Platform Pass gives guests a premium party experience with exclusive views, private entry and washrooms and a designated exclusive VIP bar.
- The Nashville North Private VIP Suites are complete with table service, a designated server and top-tier views of the stage.

RCMP Musical Ride – AG Zone

The iconic RCMP Musical Ride is returning to the Calgary Stampede for the first time since 2019.

- Renowned equestrian display features up to 32 uniformed Mounties performing intricate formations and drills on horseback, choreographed to music.
- A tradition that has showcased the precision and pageantry of the Royal Canadian Mounted Police since 1887.



For more information and performance times, visit here.

Stage of Wonders: Neon Frontier - BMO Centre

The Stage of Wonders is back in the BMO Centre, Hall D, with The Neon Frontier.

• This year's lineup features two captivating performances: The Magician and The Muse, a Vegasstyle spectacle, and The World's Greatest Escape Artist, who dares to face the Jaws of Death.

Find the full schedule here.

Stampede Stand-Up! – BMO Centre

Enjoy a Western-themed, all-Canadian stand-up comedy night featuring some of the country's top talent with Stampede Stand-Up! for one night only on the Stage of Wonders.

- This 18+ event runs from 8 to 11 p.m. on Friday, July 11 and is included with Park admission. Seating is general admission, with VIP options available.
- Featuring comedians Erica Sigurdson, Pete Zedlacher, Derek Seguin and Dan Duvall.

For more information, visit here.

Stampede Cellar Champion Wine Experience - BMO Centre

The Stampede Cellar Champion Wine Experience presented by Holt Renfrew is returning to Champions Ballroom in the BMO Centre, showcasing the Champion Wines from the Stampede Cellar Showdown this winter.

- Live daily entertainment from Le Cirque de la Nuit's Stampede Cellar Cabaret, Dueling Piano Kings, Katelyn Lehner, Danny Nix and Kate Stevens. View the schedule for daily live entertainment here.
- Award-winning displays from local florists as part of Fleurs de Villes COUNTRY a fresh floral celebration of Country Music icons.

Surge Basketball Game* - Saddledome

The Calgary Stampede welcomes professional basketball to The Greatest Outdoor Show on Earth as the Calgary Surge of the Canadian Elite Basketball League (CEBL) take on the Montreal Alliance at the Scotiabank Saddledome on Wed, July 9 at 7:30 p.m.

Western Oasis - BMO Centre

Find a tranquil space hidden within the BMO Centre and indulge in Canadian and international wine offerings, paired with cheese, pasta and paninis.

- Features original art and photography from North American artists.
- Live music daily at the Window of the West Stage.

Find the Window of the West Stage Schedule here.

8-Bit Roundup: Classic Arcade - Range Food Hall

New for 2025, located in the Range Food Hall in the lower level of The Big Four, we're turning back the clock with a collection of classic arcade games from the early '80s, '90s, and 2000s.



• Featuring a mix of both modern and vintage pinball favourites, including Pac-Man, Galaga and more.

Highlights & Headturners

*Ticketed Event

Evening Show – GMC Stadium*

The 2025 Evening Show is returning for 10 nights, including the Rangeland Derby chuckwagon Races, fan-favourite Relay Races and the 2025 Grandstand Show, featuring stunts, music, and high-energy.

- Headlined by Alberta's own Carolyn Dawn Johnson, 17-time Canadian Country Music Association Award winner, American Music Award and Juno Award winner.
- Featuring LEGIÓN, The Gauchos of Fire (Golden Buzzer-winning act, AGT 2024); Illya Strakhov (AGT 2019 and 2024), Vladyslav Tsarov—The Man of Steel and more.
- Ends with a new drone show and the iconic Stampede fireworks finale, featuring Indigenous artist Kristy North Peigan.

Stampede Rodeo - GMC Stadium*

Every afternoon at 1:30 p.m., the world's best competitors face off in a furious display of skill and grit, with every win building towards Showdown Sunday, at the World's Largest Outdoor Rodeo.

For more information about Stampede Rodeo events, rules and past champions, visit here.

Banded Peak Battle of the Bulls - The Big Four Roadhouse

Put your rodeo skills to the test at the Battle of the Bulls presented by Banded Peaks Brewing located in The Big Four Roadhouse.

BMO Kids Zone

The BMO Kids' Zone at the Calgary Stampede is the ultimate family destination and 2025 brings even more smiles!

- New acts and non-stop entertainment including the chance for kids to meet their favourite TV stars Bluey & Bingo and Peppa & George live in person.
- Featuring JoJo's Magic Circus, a whimsical blend of magic, acrobatics, and clowning fun.

Find the full schedule of kids programming <u>here</u>.

Canadian Armed Forces Display

Visit the Canadian Armed Forces area on Stampede Park to meet heroes from the Canadian Army, Royal Canadian Air Force and The Royal Canadian Navy.

• See equipment up close, such as the Canadian Army's Leopard II Main Battle Tank, the Royal Canadian Navy's Torpedo and the Royal Canadian Air Force's CF-18 Hornet Cockpit.



Dog Bowl - Stampede South Park

The SuperDogs return to the Dog Bowl Arena presented by Safeway at Community Park South for the first time in nearly 10 years.

- Debuting an all-new show: "Wild Wild Woof," a western-inspired adventure set at the SuperDogs Ranch.
- The 2025 cast features eight Calgary-based trainers and more than 25 local dogs bringing their personality and flair to the stage.
- Multiple showtimes daily and access included with Park admission. Find the full schedule here.

Fleurs de Villes – BMO Centre

- Runs July 4 to 13 throughout The Market and Stampede Cellar.
- Features fresh floral mannequins inspired by country music icons.
- Designed by Calgary's top floral artists and included with admission.

For more information on Fleurs de Villes, visit here.

Freestyle Motocross – Monster Energy Compound

The adrenaline-pumping Freestyle Motocross crew is back and bigger than ever in the Monster Energy Compound.

- brand-new addition of street bikes tearing up the course alongside Freestyle Motocross in their new show Street to Sky.
- Presenting: Keith Sayers, Jeremy Stenberg, Vicki Golden, Cody Matechuck, Darren Wright, Doug De Nance, Jody Donnelly, Nick Apex, & Ernie Vigel.

For more information and show schedule, visit here.

Ladies Breakaway Roping - Rodeo*

The World's Largest Outdoor Rodeo is returning daily. This year, Ladies Breakaway Roping is making its debut as a part of the Rodeo in GMC Stadium.

- Highlights female ropers in a fast-paced event with equal prize money to other major rodeo competitions.
- First new rodeo event added since Ladies Barrel Racing in 1979.
- This exciting, lightning-fast event, presented by Imperial, is an electrifying addition to the Rodeo, with prize money equal to that of the six other major Stampede Rodeo events.
- Breakaway Roping was part of the Rocky Mountain Cup during Stampede 2023 and 2024.

Rotary Dream Home - Weadickville

New for 2025, tour the Rotary Dream House during Stampede, now located in Weadickville on Stampede Park.

Most valuable dream home yet, worth \$1.49 million, plus an additional \$50,000 cash.

For more information on the 2025 Rotary Dream House, visit here.



Sneak-A-Peek Early Access*

From 3 to 5 p.m. on July 3, beat the rush and enjoy early access to Stampede Park with Sneak-A-Peak Early Access.

- Includes admission to Midway rides, games and food vendors.
- General Sneak-A-Peek admission begins at 5 p.m., at which point both Early Access and General Admission guests will have full access to all Stampede experiences.

Stampede Concert Series

Enjoy The Greatest Musical Festival in the West at the Coca-Cola Stage, Nashville North, The Big Four Roadhouse Bud Light Stage and the Scotiabank Saddledome.

• Over the 10 days of Stampede, there are more than 100 acts set to perform across these venues.

Find the complete Calgary Stampede music lineup and showtimes <u>here</u>.

Stampede Lotteries

With Greater Prizes to be won, get ready to cross your fingers with the 2025 Calgary Stampede Lotteries with more than \$2.3 million to be won.

Chances to win include:

- 2025 Kinsmen Millions Prizes
- Stampede Millions 50/50
- Showband 50/50

Find the full list of Calgary Stampede Lotteries prizes here.

Stampede Powwow – Saddledome

Experience cultures, community, celebration and competition at this year's Calgary Stampede Powwow presented by TC Energy.

- Taking place at the Scotiabank Saddledome July 12-13, 2025. All free with admission to Stampede Park.
- Featuring the best dancers and drummers from across Canada and the United States, highlighting the diversity of First Nations dancing, singing and drumming.

Discover more information on the Calgary Stampede Powwow here.

Value Days

- Sneak-a-Peek: Thursday, July 3
- Suncor Parade To Park: Friday, July 4
- Pride Day at Nashville North: Saturday, July 5
- Tim Hortons Family Day: Sunday, July 6
- TC Energy Community Day: Tuesday, July 8
- BMO Kids' Day: Wednesday, July 9

For more information on Value Days, visit here.

Returning Favourites

Agricultural Competitions

Explore the following agriculture competitions and events during our 10-day festival taking place at the Nutrien Western Event Centre, Northern Lights Arena and more.

- Cutting Horse Competition
- Team Cattle Penning
- Heavy Horse Show
- Calgary Stampede Robot Rodeo
- World Stock Dog Competition
- Vintage Tractor Pull
- Heavy Horse Pull
- Cow Horse Spectacular
- Cowboy Up Challenge
- Canadian Miniature Horse Show
- Jr. Steer Classic
- OH Ranch Branded Beef Youth Ambassador
- Youth Agricultural Speaking Competition
- International Livestock Auctioneers Finals

Learn more about the Calgary Stampede Agricultural Competitions here.

Bar Nineteen Twelve - The Big Four Roadhouse

Step inside Bar Nineteen Twelve in The Big Four Roadhouse to unwind in a cocktail-forward lounge open daily with live performances.

More information and hours of operation can be found here.

Brandt Agricultural Zone

Experience a combination of demonstrations, hands-on experiences and interaction with animals, agriculture, western history and events at the Brandt Agricultural Zone.

- Horse Haven
- · Born to Buck Exhibit
- Miniature Donkey Showcase
- Country Critters
- Nutrien Ag-tivity in the City
- Sheep, Pork, Dairy Education Showcases
- Cattle Trail
- Draft Horse Town, Blacksmith, Light Horse Showcases

For more information, visit here.

Elbow River Camp - Enmax Park

Guests will once again be invited to explore Elbow River Camp presented by Enbridge and learn about the rich cultures of the Kainai, Piikani, Siksika, Tsuut'ina, and Stoney Nakoda First Nations of Treaty 7.

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- Bannock Booth
- Opening Ceremonies
- Hand Games Competition
- Kid's Day Powwow
- Horse Corrals
- Riding Through Camp

Kitchen Theatre - Range Food Hall

Located at The Range in the lower level of The Big Four, watch, taste and be inspired by new flavorful creations at the Kitchen Theatre Stage.

Value Deals

- Ride All Dav*
- SuperPass*
- Roadhouse Rush Pass*
- Buck the Line at Nashville North*

For more information on Value Deals, visit here.

In The Community

Fluor Rope Square

Fluor Rope Square is making its way back to Stephen Avenue (8 Ave SW), where the very first Stampede Breakfast took place in 1923!

• Starting Saturday, July 5, all the usual activities will return to the heart of 8 Ave, including chuckwagon breakfasts, old-time rigs, First Nations parade, square dancing and more.

For more information and the Fluor Rope Square schedule, visit here.

In-Community Pancake Breakfasts

Pancake breakfasts have been a time-honoured tradition of the Calgary Stampede for over 100 years, and throughout July, free breakfasts, entertainment and Western hospitality are shared across the city through our In-Community Pancake Breakfasts.

To find out where pancake breakfasts are being held across the city during the Calgary Stampede, visit here.

Parade

The Stampede Parade, presented by Suncor and led by Parade Marshal Shania Twain, will welcome more than 300,000 guests to the streets of downtown to celebrate the official kick-off of The Greatest Outdoor Show on Earth.

Discover more information about the Calgary Stampede Parade here.



Stampede Spirit in the Community

- Royalty will attend nearly 130 events during Stampede 2025.
- The Stampede Showband is set to play nearly 4,000 minutes.
- The Queens' Alumni Committee will host nearly 1,000 guests at the Giddy Up Grits breakfast on July 7 for Children in our community with disabilities.
- The Caravan Committee will host 19 in-Community breakfasts during Stampede, flipping a projected 62,000 pancakes.
- Harry the Horse will make approximately 105 appearances during Stampede 2025.

Elbow River Camp Etiquette

REMINDER: Elbow River Camp Access

All requests to conduct media interviews in Elbow River Camp must be sent to media.relations@calgarystampede.com AT LEAST 24 hours in advance. All requests will be forwarded to, and managed by Vanessa Stiffarm, Elbow River Camp Coordinator.

Etiquette

Please do not walk right into a tipi or stand in the doorway as it is considered disrespectful. The host will escort visitors into a tipi and introduce the Tipi Holder, Elders and family. Shake hands and introduce yourself. Only touch what is handed to you or what you are given permission to touch. Do not interrupt the Tipi Holder, Elders, First Nation speakers or family members when they are speaking. The host will discuss protocols with visitors inside the tipi. Please stand and remove hats during prayers, unless the host permits otherwise.

Dress Code

- Wear skirts (mid-calf or longer) or pants
- Avoid wearing tank tops or low-cut tops
- Do not wear clothing with offensive writing

Event Protocols

Media visiting Elbow River Camp are asked to follow cultural protocols to ensure a respectful experience. Please remove your hat and stand quietly during any prayers or ceremonial moments. If you wish to enter a tipi, look for the sign above the entrance—only those marked "OPEN" can be entered. Some tipis may also request no photography. When in doubt, ask the tipi holder or host for guidance. Your respect and mindfulness help honour the traditions and customs of Elbow River Camp.

Photos and Videos

Visitors and media are welcome to take photos and videos in most places at Elbow River Camp, including the Arbour, tipi circle and vendor tents.

Please ask for permission before taking photos and videos during TEAS. Photos and videos are not permitted in certain tipis; please refer to any signage outside.

No photography or videography is permitted during prayers at any event under any circumstances.

Terminology

First Nations of Treaty 7

Accepted Terms

- First Nations people of Treaty 7
- Treaty 7 First Nations (when talking about individuals from the nations)
- First Nations peoples
- First Nations members of Treaty 7
- Subsequent references: First Nations

Unacceptable Terms

- Five tribes of Treaty 7
- Aboriginal peoples
- Native peoples
- Representatives of the Five Nations of Treaty 7
- Our First Nations people or Canada's First Nations people

Members of the First Nations of Treaty 7

The nations of Treaty 7 are the Kainai, Siksika, Piikani, Tsuut'ina, and Îyâxe Nakoda (Bearspaw, Chiniki, Goodstoney).

First Nations of Treaty 7 pronunciations:

- Siksika (sick-sick-ah)
- Piikani (pea-con-knee)
- Kainai (K'eye-nigh)
- Tsuut'ina (Sue-tin-ah)
- Îyâxe (ee-yar-hey) Nakoda
 - Bearspaw (Bears-Paw)
 - o Chiniki (Chin-ik-e)
 - Goodstoney (Good-Stone-Y)

First Nations

The term First Nations should be used to refer to people who are neither Métis or Inuit. If the specific nation is known, please reference it instead.

Indigenous

Refers to a term for First Nations, Métis and Inuit peoples, collectively. For Relay and Powwow events, teams and competitors are all Indigenous which includes First Nations, Métis and Inuit peoples.

Note: Always capitalize the "I" in Indigenous.

Powwow

Note: Powwow is always capitalized, even mid-sentence.

Tipi

During Stampede, there are 26 tipis setup in Elbow River Camp. The tipis are held by Tipi Holders and their families. The tipis in Elbow River Camp have been passed down from generation to generation from the First Nations Tipi Holders who set up their tipis at the first Stampede in 1912. They are a part of Stampede's longstanding relationship with the First Nations community.

Yes: tipi/tipis

No: teepee/teepees

Cultural Resources

For more information and a deeper understanding of the history and cultures of the Treaty 7 Nations and Elbow River Camp:

Blackfoot:

- Blackfoot Crossing Historical Park
- Head Smashed In Buffalo Jump

Tsuut'ina:

• Tsuut'ina Nation Culture Museum

Stoney Nakoda:

• Stoney Nakoda Resort Museum

Who We Are

Elected Officers



Joel Cowley, Chief Executive Officer

Joel has had a longstanding relationship with the Calgary Stampede and the Calgary community through his involvement in the agriculture industry over the past 30 years. Joel holds an M.B.A. from Michigan State University, a M.Sc. in Animal Science from Texas A&M University and a B.Sc. in Animal Science from Colorado State University.

As president and CEO of the Houston Livestock Show and Rodeo, Cowley oversaw 135 full-time employees and 35,000 volunteers and brings considerable strengths in leadership, communication, administration and business to the Calgary Stampede.



Stuart O'Connor, President & Chair of the Board

Stuart O'Connor is a businessman, entrepreneur, ranch-hand, lawyer and engineer who is also active in the community. He currently is the chair and co-founder of Arcurve Inc., a technology services company, and sits on a number of private, public and not-for-profit boards of directors.



Cherie Copithorne-Barnes, First Vice-Chair

Cherie is a fourth generation rancher with a passion for driving innovation as it pertains to how people perceive agriculture. She is a respected agricultural leader, having sat on numerous boards where principle, integrity and strong strategic management are key. Living by these principles plus her love of volunteering, Cherie was awarded with the Queen Elizabeth II's Platinum Jubilee Medal in 2022.



David Farran, Second Vice-Chair

David is a proven entrepreneur with experience in local, national and international success stories such as Associate Veterinary Clinics (AVC/VCA), Eau Claire Distillery, Big Rock Brewery, Pipestone Travel and others. A fourth generation Albertan, with farm and ranch roots, he is a strong advocate for agriculture. Leading AVC, one of Canada's 50 Best Managed Companies, David's strategic business acumen brings experience in marketing, organizational behaviour, change management and finance. David has an MBA and BA, Economics from the University of Calgary. He is a keen horse owner, proud Albertan and father of two.

For the full list of Calgary Stampede Board of Directors and Executive Management, visit here.

Volunteers

The Calgary Stampede is a volunteer-supported, not-for-profit community organisation that celebrates Western heritage, cultures, and community spirit. While renowned for its 10-day July festival, Stampede Park remains active year-round, hosting hundreds of third-party events at BMO Centre, engaging in community activities across Calgary, hosting agricultural and Western-themed events, and supporting youth performing arts and education through its Foundation, with over 3,000 volunteers helping make this possible. Volunteer opportunities are flexible, including working with specific Committees or on individual events. Becoming a volunteer means joining a family of passionate, team-oriented individuals committed to the community.

Belonging Statement

The Calgary Stampede is a world-class, year-round gathering place that welcomes guests from Calgary, southern Alberta, and around the world. Building on a proud history, we are committed to strengthening our role as a purpose-driven, trusted organization reflective of diverse communities. The Stampede is dedicated to creating a safe, fair, and equitable environment, delivering inclusive and welcoming programs, and ongoing engagement with communities as we align and celebrate different perspectives and our western heritage and cultures.



2024 Annual Report to the Community

2024 was a historic year for Stampede, marked by record-breaking attendance at our 10-day festival and the opening of new spaces that will help the Calgary Stampede welcome visitors from near and far to Stampede Park for many years to come.

To review our 2024 Annual Report to the Community, visit here.

2025-2029 Strategic Plan

The success of the 2020–2025 Strategic Plan and fruition of the 20-year Master Plan mark a milestone in the Calgary Stampede's history that now finds the organization on the precipice of a big evolution. As we continue our journey forward, the 2025–2029 Strategic Plan outlines the Stampede's journey as we focus on showcasing why the Calgary Stampede is the greatest place to be a part of.

View the digital Strategic Plan flipbook here.

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