



**CALGARY STAMPEDE**



**STYLE GUIDE**



**CS**

*Calgary Stampede*

# Why do we have a style guide?

Writing is a fundamental aspect of communicating the Stampede brand.

This style guide outlines the writing style of the Calgary Stampede. It provides a consistent approach for everything we write – whether it’s an event program, volunteer or employee notice, website copy, marketing material, speech, etc.

Please refer to this guide for the correct forms of department names, committees, events, buildings, dates, times, etc.

Aside from a few exceptions, the Stampede follows the Canadian Press (CP) Stylebook, the CP Caps and Spelling handbook and the Oxford English Dictionary. Canadian spelling is always used (e.g. honour instead of honor).

For marketing purposes, some style guide rules can be altered or modified depending on the size and intended audience of the piece.

If you have questions, please send an email to [ccommunications@calgarystampede.com](mailto:ccommunications@calgarystampede.com).

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# The Calgary Stampede name

The Calgary Stampede name is a key piece of our brand identity. Follow capitalization and references as noted in this section.

## The Calgary Stampede

In first reference: the Calgary Stampede

In subsequent references: the Stampede

**Note:** CS is a casual reference to be used internally only – do not use Calgary Exhibition & Stampede (CES).

## Not-for-profit

The Calgary Stampede is a not-for-profit organization which means all revenue is reinvested back into Stampede facilities and programs. Do not use the term non-profit organization.

**Yes:** not-for-profit

**No:** non-profit

## Calgary Exhibition and Stampede Limited

The Calgary Exhibition and Stampede Limited is the corporate name and should only be used in legal documents such as contracts, invoices and annual reports.

## Brand Platform

The Calgary Stampede brand platform should be followed as shown below.

## We're Greatest Together

Our overarching brand is We're Greatest Together. The concept can be used specifically or broadly depending on context.

**Broad example:** Our commitment to community spirit exemplifies the belief that We're Greatest Together.

**Specific example:** Thank you. Every visit to helps build Calgary's year-round gathering place for the community. We're Greatest Together.

**Note:** We're Greatest Together as a specific reference is always capitalized.

The brand platform can also be used with collective verbs such as gather, join or come together.

**Example:** Let's dance together at Fluor Rope Square.

## Vision

To create a world-class, year-round gathering place for the community.

## Mission

The core purpose of our organization is to preserve and celebrate our western heritage, cultures and community spirit.

## Values

Our core values are at the root of our brand:

- Western hospitality
- Integrity
- Pride of place
- Commitment to the community

## Stampede Park

**In all references:** Stampede Park

**Note:** Do not use grounds or Stampede grounds.

**Note:** Do not use “on Park” without Stampede, when talking to an external audience.

**Note:** Stampede Park is always capitalized.

**Example:** The Nutrien Western Event Centre is located on Stampede Park.

**Example:** We have many locations to host your event at Stampede Park.

## Calgary Stampede Ranch

**In first reference:** the Calgary Stampede Ranch

In subsequent references: the Stampede Ranch, not the Ranch

**Example:** The Calgary Stampede Ranch is located about 40 kilometres south of Hanna, Alberta.

## Job Titles

**In first reference:** Guy Weadick, Calgary Stampede Ranch Manager

In subsequent references: the Stampede Ranch Manager

## Born to Buck™

Born to Buck™ is the Stampede Ranch’s official breeding program and a trademark name.

**In all references:** Born to Buck™

## Calgary Stampede OH Ranch

**In first reference:** the Calgary Stampede OH Ranch

In subsequent references: the OH Ranch, not the Ranch

**Example:** The historic Calgary Stampede OH Ranch is located west of Longview, Alberta.

## Job Titles

**In first reference:** Flores LaDue, Calgary Stampede OH Ranch Manager

In subsequent references: the OH Ranch Manager

## The OH herd

**In first reference:** Calgary Stampede OH Ranch herd

In subsequent references: OH Ranch herd

## Places on Stampede Park

*Proper names are always capitalized. The following buildings, rooms and areas have proper names and should be capitalized in all references unless otherwise noted below.*

Agriculture Building

Nutrien Western Event Centre

In subsequent references: Nutrien Centre

The Big Four Building

BMO Amphitheatre

BMO Centre at Stampede Park

In subsequent references: BMO Centre

Calgary Arts Academy

Cenovus Legacy Trail

Commissary

Community Park South

**Note:** not South Park

Cowboys Casino

Clubhouse

Doherty Hall

Elbow River Camp

Enbridge Plaza

ENMAX Park

GMC Stadium

Headquarters Building or Stampede Headquarters Building

**Note:** not Stampede Headquarters.

Infield

Infield Suites

Oliver House

Employee Services (above Cowboy's Casino)

Rotary House

Sam Centre

Saddledome

Stampede Ticket Office

In subsequent references: the Ticket Office

Sweetgrass Lodge

The Big Four Roadhouse

TransAlta Performing Arts Studios

Victoria Pavilion

Youth Campus

## **BMO Centre | Event Rooms**

Arabian Room

Mustang Room

Palomino Room

Quarter Horse Room

Concierge| Business Centre

## **Restaurants**

ranahans (always lowercase)

Bar Nineteen Twelve

The AG Grill

The Clubhouse Rustic Kitchen

The Lazy S (always include The)

Example: Meet us on Friday at The Lazy S.

## **Our groups and external partners**

*The Calgary Stampede has several groups and partners such as the Treaty 7 First Nations peoples, Calgary Stampede Royalty and the Calgary Stampede Foundation and their programs and our own education programs.*

## **Elbow River Camp and First Nations of Treaty 7**

**In first reference:** Elbow River Camp presented by Enbridge

### **Accepted terms**

**Yes:** First Nations people of Treaty 7

**Yes:** Treaty 7 First Nations (when talking about individuals from the nations)

**Yes:** First Nations peoples

**Yes:** First Nations members of Treaty 7

Subsequent references: First Nations

**Note:** First Nations is always capitalized. 7 is always used, not seven.

### **Unacceptable terms**

**No:** Five tribes of Treaty 7

**No:** Aboriginal peoples

**No:** Native peoples

**No:** Representatives of the Five Nations of Treaty 7

**No:** 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 Îyâxe Nakoda, Kainai, Siksika, Piikani and Tsuut'ina.

**Example:** This year, members of the First Nations of Treaty 7 will gather at Elbow River Camp presented by Enbridge..

**Note:** members is not capitalized when used in mid-sentence.

## 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.

Always capitalize the “I” in Indigenous.

## First Nations of Treaty 7 pronunciations

Siksika (sick-sick-ah)

Piikani (pea-con-knee)

Kainai (K’eye-nigh)

îyâxe (ee-yar-hey) Nakoda

Tsuut’ina (Sue-tin-ah)

## Powwow

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

**Example:** There are many Powwows throughout Stampede.

## Tipi

During Stampede, there are many 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

## 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 Stampede’s western heritage, cultures and community spirit locally and around the world.

When referencing both Royalty, use Calgary Stampede Royalty on first reference. In subsequent references: Stampede Royalty or the Royalty.

When referencing the two Royalty separately, use Calgary Stampede Princess and Calgary Stampede First Nations Princess upon first reference. In Subsequent references: Stampede Princess and First Nations Princess.

## Calgary Stampede Collection & Archives

**In first reference:** Calgary Stampede Collection & Archives

In subsequent references: the Collection & Archives

**Example:** There are many historical items in the Calgary Stampede Collection & Archives.

I think I'll donate my belt buckle to the Collection & Archives

## Calgary Stampede Foundation

**In first reference:** Calgary Stampede Foundation

In subsequent references: the Foundation

Calgary Stampede Foundation programs include: The Young Canadians of the Calgary Stampede, Calgary Stampede Showband and Stampede School.

## The Young Canadians

**In first reference:** The Young Canadians of the Calgary Stampede

In subsequent references: The Young Canadians

**Note:** Capitalize "The" in The Young Canadians even mid-sentence.

**Example:** The audience was thrilled by the performance by The Young Canadians.

**Example:** The Young Canadians School of Performing Arts trains talented youth in performance, voice and dance.

**Note:** always reference The Young Canadian School of Performing Arts as the program that trains talented youth. Only reference the TransAlta Performing Arts Studios as the facility where they train.

### **Examples:**

The Young Canadians rehearse at the TransAlta Performing Arts Studios.

The Young Canadian School of Performing Arts trains community youth at the TransAlta Performing Arts Studios.

## Stampede Showband including the Stampede Showriders and Band of Outriders

**In first reference:** the Calgary Stampede Showband; the Calgary Stampede Showriders; Band of Outriders

In subsequent references: the Stampede Showband or the Showband; the Stampede Showriders or the Showriders; the Outriders.

## Stampede School

**In all references:** Stampede School

## Education Programs

OH Ranch Education Program

**In all references:** OH Ranch Education Program

## Journey 2050

**In all references:** Journey 2050

## Indigenous Youth Program

In all references: Indigenous Youth Program Stampede departments & committees

## Stampede departments & committees

Departments generally do not require the use of the word department. If the writing requires the clarification of department, capitalize the name of the department but not the word department. Use the ampersand and not the word 'and' in department names.

### Stampede departments

Agriculture & Western Events  
Business Services  
Business Development  
Corporate Communications  
Employee Services  
Event Operations  
Foundation  
Food & Beverage  
Guest Experience & Event Management  
Marketing  
Park & Facility Services  
Park Development  
Programming  
Sponsorship  
Volunteer Services  
Youth Campus

### Stampede committees

The Calgary Stampede has 3,000 plus volunteers and various strategic board committees. Capitalize the name of the committee but not the word committee. Use the ampersand and not the word 'and' in committee names, including the word committee, when using the committee name as a proper noun. If you are referring to multiple committees as a collective, committees is not capitalized.

**Example:** The Queens' Alumni Committee hosts many Giddy Up events throughout the year.

**Example:** Together, all of the Stampede committees make a big impact on our community.

### Strategic Board committees

In all references:

- Audit & Finance Committee
- Governance & People Committee
- Pension Committee
- Strategy Commee

### Subcommittees

- BMO Expansion Committee
- Nominating Committee (NC)

## Volunteer committees

In all references:

Agri-Food Committee	Livestock Competition Committee
Agriculture & Western Events Media Committee	Lotteries Committee
Caravan Committee	Parade Committee
Chuckwagon Committee	Promotion Committee
Community Projects & Development Committee	Public Art Committee
Concessions & Exhibits Committee	Royalty Committee
Corporate Relations Committee	Queen's Alumni Committee
Courtesy Car Committee	Reception Committee
Downtown Attractions Committee	Rodeo Committee
Event Volunteer Coordination Committee	Stampede Band Committee
First Nations Events Committee	Stampede Park Breakfast Events Committee
Guest Bands Committee	Western Agriculture Heritage Committee
Historical Committee	Western Performance Horse Committee
Horse Show Committee	Western Showcase Committee

**Note:** For large committees with subcommittee groups, the word subcommittee is always one word.

## Title capitalization and use

*Titles are used to identify the Board of Directors, volunteer leaders and employees. Follow the guidelines below.*

### Title capitalization

Titles and departments are always capitalized.

### Volunteer titles

In all references:

Committee executive: Chair and Vice-Chair; First Vice-Chair, Second Vice-Chair

Subcommittee executive: Sub Chair and Sub Vice-Chair

**Yes:** Chair or Chairs

**No:** Chairman or Chairmen

### The Board of Directors

The Board of Directors can be referred to in the following ways: Calgary Stampede Board of Directors, the Board of Directors and the board.

In all references: Board of Directors

**Example:** Flores LaDue, Director, Calgary Stampede Board of Directors

**Example:** Guy Weadick is a Director on the Calgary Stampede Board of Directors.

**No:** Stampede Board

## Title capitalization and use continued

The Board of Directors are led by the three elected officers.

In all references:

Guy Weadick, President & Chair of the Board.

Flores LaDue, First Vice-Chair

Patrick Burns, Second Vice-Chair

**Note:** The executive officers are always referred to as Vice-Chairs.

In plural reference: not Vice-Presidents.

**Example:** At the Calgary Stampede, Guy Weadick is the President & Chair of the Board of Directors. Flores LaDue and Patrick Burns serve as Vice-Chairs.

## Government titles

### Federal Government

The Right Honourable Flores LaDue, P.C., M.P., Prime Minister of Canada

In less formal references: Rt. Hon. Flores LaDue, Prime Minister of Canada

The Honourable Guy Weadick, P.C., M.P., Minister of Crown Indigenous Relations

In less formal references: Hon. Guy Weadick, Minister of Indigenous and Northern Affairs

The Honourable Flores LaDue, M.P., Minister of Infrastructure and Communities

In less formal references: Hon. Flores LaDue, M.P., Minister of Infrastructure and Communities

The Honourable Guy Weadick, M.P., Minister of Agriculture and Agri-Food Canada

In less formal references: Hon. Guy Weadick, Minister of Agriculture and Agri-Food

The Honourable Flores LaDue, M.P., Minister of Tourism and official Languages

In less formal references: Hon. Flores LaDue, Minister of Tourism and official Languages

### Provincial Government

The Honourable Guy Weadick, M.L.A., Premier of Alberta

In less formal references: Hon. Guy Weadick, Premier of Alberta

The Honourable Flores LaDue, M.L.A., Minister of Indigenous Relations

In less formal references: Hon. Flores LaDue, Minister of Indigenous Relations

The Honourable Guy Weadick, M.L.A., Minister of Culture, Multiculturalism and Status of Women

In less formal references: Hon. Guy Weadick M.L.A., Minister of Culture, Multiculturalism and Status of Women

The Honourable Flores LaDue, M.L.A., Minister of Agriculture and Forestry

In less formal references: Hon. Flores LaDue, M.L.A., Minister of Agriculture and Forestry

The Honourable Guy Weadick, M.L.A., Minister of Economic Development, Trade and Tourism

In less formal references: Hon. Guy Weadick, M.L.A., Minister of Economic Development, Trade and Tourism

## Municipal Government

Mayor Guy Weadick

In formal references: His Worship Guy Weadick Mayor of Calgary

Councillor Flores LaDue

Councillor Patrick Burns

## Employee titles

All employee titles and departments are Capitalized when referenced together.

**Examples:** Guy Weadick is the Director of Food & Beverage.

Guy Weadick is the Food & Beverage Director.

**Note:** Departments are capitalized when they are referenced outside of the context of the employee. Teams are referenced when referring to subgroups of a department and the word team is lowercase.

### **Examples:**

Flores LaDue is a member of the Corporate Communications team.

Guy Weadick is a member of the Sponsorship team, which is part of the Sponsorship & Marketing department.

## Year-round operations, projects & events

*The Calgary Stampede is a year-round organization.*

### Year-round versus year round

Year round does not need to be capitalized. It should be hyphenated when used as an adjective but not hyphenated when used to indicate time.

**Example** (adjective): Stampede Park's year-round operations are extensive.

**Example** (to indicate time): Stampede Park is open year round.

### Stampede development plans

Refer to future construction and development plans as "Stampede Park development."

Stampede Park development projects, including the BMO Centre expansion, 17 Avenue SE extension and Sam Centre, will all anchor [Calgary Culture + Entertainment District](#).

# The Calgary Stampede festival

*The Calgary Stampede is world-renowned as a celebration of western heritage and lifestyle and attended by more than one million people each July.*

**In first reference:** the Calgary Stampede

In subsequent references: the Stampede

**Example:** We hope to see you at the Stampede in July.

**Other references:** Stampede time, Stampede festival

**Avoid:** 10-day Stampede or 10-day.

**Note:** Stampede-time is only to be used internally

**Note:** The terms 10-day Stampede and 10-day limit the Stampede brand to the 10-days in July, when in fact we are a year-round organization. Please always use the Stampede, Stampede festival, annual celebration, and Stampede time to refer to the July Stampede.

**Note:** Annual Celebration can be used as an appropriate alternative for 10-day festival.

**Note:** Stampede time is hyphenated when it is an adjective.

**Example:** There are 3,500 seasonal Calgary Stampede employees during Stampede-time.

**Note:** You do not need to hyphenate Stampede time when it functions as a noun.

**Example:** I can't wait for Stampede time!

**Note:** Never 10-day Stampede or TDS.

**Note:** when referring to a specific Stampede year, it should be written as Stampede XXXX, not XXXX Stampede.

## The Greatest Outdoor Show on Earth

**In all references:** The Greatest Outdoor Show on Earth.

**Example:** We hope to see you at The Greatest Outdoor Show on Earth this year!

**Note:** "The" is always capitalized, even mid-sentence. The phrase should not appear in quotation marks or be italicized.

## Stampede Parade presented by Suncor

**In first reference:** Stampede Parade presented by Suncor

In subsequent references: the Parade

**The Stampede Parade is led by the Parade Marshal.**

**Yes:** Marshal

**No:** Marshall

## Stampede Rodeo

In first reference: Stampede Rodeo

In subsequent references: the Rodeo

In all references: tie-down roping, steer wrestling, saddle bronc, bareback, bull riding, barrel racing.

**Example:** It will be exciting to see who wins the saddle bronc title at the Calgary Stampede!

**Note:** references to sports are not capitalized.

In all references:

- Wildcard Saturday - Saturday, July 13, 2019
- Showdown Sunday - Sunday, July 14, 2019

## Cowboys Rangeland Derby

The Cowboys Rangeland Derby is the proper name for the nightly chuckwagon race.

In first reference: the Cowboys Rangeland Derby

Other references: the Cowboys Rangeland Derby chuckwagon races or chuckwagon races

**Note:** For clarity, chuckwagon races may be used to describe the event but only if the Cowboys Rangeland Derby reference has been used previously and the writing requires a shorter reference to the races for readability.

## The Bell Grandstand Show

In first reference: the Bell Grandstand Show

## Evening Show

The Evening Show includes the Cowboys Rangeland Derby and the Bell Grandstand Show.

**Example:** The Stampede's Evening Show begins at 7:45 p.m. nightly and lets you experience the Cowboys Rangeland Derby followed by the Bell Grandstand Show.

## Sponsored programs during Stampede

*Using the correct names for events and places on Stampede Park ensures clarity and helps maintain our brand. The lists below do not include all events and places but capture the most frequently used references. Follow the guidelines below by using the full event name unless otherwise noted.*

Use in all references:

Animals in Action

ATCO Lost Kids Program

BMO Kids' Day

Bud Light Stage at The Big Four Roadhouse

Budweiser Big Ticket

Dog Bowl presented by Voilá

Evening Show featuring the Cowboys Rangeland Derby and Bell Grandstand Show

Guest Services



Heavy Horse Show  
Horse Haven  
Junior Steer Classic  
Monster Energy Compound  
Nutrien Ag-tivity in the City  
Parade to Park  
Stampede Parade presented by Suncor  
TC Energy Community Day  
WestJet Skyride  
World Champion Stock Dogs

## **Places on Park during our annual celebration**

**Use in all references:**

30X Saloon

in subsequent references: 30X

Agriculture Zone presented by Brandt

BMO Kids' Zone

Kitchen Theatre presented by Safeway

Canadian Forces Display

Cattle Trail

Coca-Cola Stage

**Note:** never Coke Stage

Draft Horse Town

Erlton Entry

Flour Rope Square (downtown Olympic Plaza)

In subsequent references: Rope Square

Elbow River Camp presented by Enbridge

In subsequent references: Elbow River Camp

GMC Stadium

Infield Suites

LaDue Lookout

MacDonald Avenue Entry

Nashville North

Northern Lights Arena

ranahans

**Note:** always lowercase

Rangeland Tent  
Stampede Trail Entry  
The Big Four Roadhouse  
The Great FUNtier  
The Lazy S  
The Market  
The Saddledome STEPS

in subsequent references: The STEP

Victoria Park Entry  
WCD Lounge  
Weadickville  
Western Oasis  
Western Showcase

## Most commonly used style points

*Style points follow the guidelines set by the Canadian Press which is the industry standard for best practice writing and grammar. Follow the guidelines as noted below unless, for marketing design purposes, exceptions need to be made.*

### Ampersands

Please use an ampersand “&” in all titles, departments and committees.

**Exceptions:** Use the word “and” when an ampersand doesn’t distinguish between two subjects.

**Example:** The President & Chairman of the Board of Directors is Flores LaDue.

**Example:** The President & Chairman of the Board and the Chief Executive Officer invite you to Saddle Up!

### Capitalization

Capitalize all proper names. If it is not a proper name it should be lowercase.

**Example:** The TransAlta Performing Arts Studios opens its doors!

Down-style capitalization: the first word in any headline should be capitalized then use a lowercase letter for all words following.

**Example:** Stampede will bring in 1.3 million visitors this year!

### Currency

No .00 with even dollars

**Example:** Tickets are \$5 at the door.

Yes: \$5

No: \$5.00

No: \$10 dollars

**Note:** If the price includes cents, use the period e.g. \$2.25. Amounts of a thousand dollars or more require a comma.

**Examples:** \$5,000; \$30,800

If the amount is for a million dollars or more, do not write out the entire number.

**Examples:** The Canvas Auction reached an all-time high raising more than \$4 million.

**Yes:** \$25 million

No: \$25,000,000

## Dates

For clarity, use the day of the week with the month and year.

**In first reference:** Friday, July 5, 2019

In subsequent references: July 5 or Friday, July 5

**Note:** Adding the day of the week as well as the month and year is not always the most appropriate choice for marketing material or some writing. Use discretion based on what the audience needs to most clearly understand the message. In addition, if you have already listed the year or day of the week on the document, it doesn't need to be stated repeatedly.

**Do not use apostrophes in dates.**

**Yes:** 1990s

No: 1990's

Never use ordinals with dates. Do not include st, rd, th on dates.

**Yes:** Tuesday, January 1, 2019

No: Tuesday, January 1st, 2019

**Note:** Ordinals are only used with anniversaries and birthdays, (e.g. Canada's 150<sup>th</sup> birthday).

When writing dates numerically, always write as year/month/day.

**Example:** May 13, 2019 is written numerically 2019/05/13.

## Days of the week

Always spell out days of the week, Monday, Tuesday, etc.

**Note:** Days of the week can be abbreviated on tickets.

## Hyphens

Hyphens indicate which words the reader should mentally join together as one concept.

**Example:** Healthy two-year-old beef cattle are needed.

Hyphenate co-words and any words with a prefix that creates a double vowel, such as pre-eminent.

Hyphenate vice- with any of the compounds, such as Vice-President, Vice-Chair, etc.

Use a hyphen to join two or more words together to modify a noun.

**Examples:** well-known actor; out-of-date statistics; 40-year-old volunteers

**Note:** When the same adjectives follow the noun, hyphens are unnecessary and are left out.

Hyphens join the numerator and denominator of fractions: three-fourths, one-half, etc.

**Other uses for hyphens:**

5 C, -6 C (use a hyphen), but when Celsius or Fahrenheit is not specified spell out: five-degrees.

**En dashes**

En dashes – are used to replace the word ‘through’ and are commonly used for dates, times and page numbers.

**Example:** Come down to the Calgary Stampede, July 5-14, 2019

**Example:** Make sure to visit the Stampede pancake breakfast, happening tomorrow from 9 a.m. – 11:30 a.m.

**Example:** Please read pp. 1 – 15

**Em dashes**

Em dashes – are used to create a strong break/pause in a sentence, and can be used to encase a word/phrase/clause for emphasis.

**Example:** join us for the Calgary Stampede—exciting times are guaranteed!

**Example:** join us at the Calgary Stampede—where exciting times are guaranteed—for The Greatest Outdoor Show on Earth.

**Italics**

Italics are used to represent titles such as books, periodicals (including newspapers), long musical works, movies, television and radio programs, works of visual art, names and foreign words and phrases that are not part of the English language.

**Example:** *By the Banks of the Bow* is a great spot to enjoy some art and have a rest.

**Months of the year**

For months used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., Dec. Spell out standing alone or with year alone.

**Example:** Dec. 31, 2018 is a Monday; July 2018 was filled with great weather.

**Note:** Do not put a comma with a month and year (e.g. June 2019).

**Numbers**

Spell out numbers from one to nine; use figures for 10 and above.

**Example:** three and 33

**Exceptions:** Use numbers for street addresses. In certain ticketing materials, figures can be used for numbers below 10 for consistency.

If you must start the beginning of a sentence with a number, spell it out, except for a year.

**Examples:** Twenty to 30 horses competed in the race.

1912 was the year of the first Calgary Stampede.

When numbers from 21 through 99 must be written out, use a hyphen.

**Example:** Thirty-five or thirty-six horses may compete.

Use figures for school grades, e.g., Grade 3 (note capital G on Grade):

**Example:** More than 30 Grade 4 students from the Calgary area attended Stampede School.

## Age

In general indicate a person's age rather than a general term such as senior citizen, middle-aged etc.

Only use age in a lead when it is significant. Spell out ages less than 10; 10 and above use the number.

**Example:** Ginger is a five-year-old horse.

**Example:** Young Canadian member, Katie is 16 years old.

When using a range that begins with less than 10 and goes above 10, use the numbers.

**Example:** 6-12 years of age.

**Exceptions:** Spell out a number above 10 at the start of a sentence.

**Example:** Thirty to 40 people were waiting to get into Nashville North.

Use figures in ages:

**Example:** Laura is a 14-year-old member of The Young Canadians of the Calgary Stampede.

## Per cent

Percentages of numbers are indicated by the words per cent not the symbol %.

**Example:** More than 70 per cent of Calgarians come to Stampede Park during Stampede time.

**Yes:** per cent

**No:** % OR percent

**Exceptions:** For catering menus the symbol % can be used in relation to the additional fee/tax that would be applied to one's order (as it is not a statistic or research figure).

## More than versus over

More than - is used followed by a singular verb when the noun is singular.

**Example:** I'm definitely eating more than one mini-doughnut today.

Over - is used with plurals, to indicate an excess of something.

**Example:** I'm going to eat over 50 mini-doughnuts today.

## Fewer versus less

Fewer - is used with plurals.

**Example:** I'm eating fewer pancakes so I can eat more mini-doughnuts this afternoon.

Less – is used with singulars.

**Example:** I'm eating less breakfast this morning so I can eat more mini-doughnuts this afternoon.

## Addresses

Numerals are usually used in specific addresses. Numbered street names nine and below are spelled out.

**Example:** 37 Fifth Ave., 23 59th St.

Streets, Avenues and the like are abbreviated in specific addresses (1406 Ryan St.), but not in general addresses (the 1400 block of Ryan Street).

In cities like Calgary that break addresses into quadrants. CP style requires that we abbreviate the quadrants with periods.

**Example:** 37 Fifth Ave. S.W.

## Telephone numbers

Always use periods between numbers and the area code. Do not use brackets for the area code or hyphens.

**Yes:** 403.261.0199

**No:** (403) 261-0199

**Note:** For employee phone numbers on internal notices, always include the local number in parenthesis

**Example:** The Ticket Office can be reached at 403.261.0449 (local 3449)

## Times

Time is written in figures. However, write midnight or noon instead of the number. Do not capitalize a.m. or p.m.

**Yes:** 2 p.m., 2:30 p.m.

**No:** 2:00 p.m., 2:00 P.M., 2 P.M.

**Yes:** midnight, noon

**No:** 12 midnight, 12 noon

## Western vs. western

Western references such as western heritage, western values, western culture, western lifestyle, and western part of town do not require capitalization.

**Example:** Our purpose is to preserve and celebrate western heritage, culture and community spirit.

## Western Canada but southern Alberta

Because southern Alberta is not recognized as an official geographic territory it is not capitalized, however Western Canada is capitalized.

**Example:** I think Western Canada is a great place to live. I'm happy to call southern Alberta home.

**Example:** Calgary is one of the largest cities in the West. Our community neighbour is Ramsay, not Ramsey.

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## Common phrases

e.g. is short for example

**Never:** e.x.

i.e. is short for in other words

## Stampede websites and social media

*Use CalgaryStampede.com for any widely distributed communication. The www URL prefix is not necessary.*

Targeted marketing and communication should begin with CalgaryStampede.com and can include a redirect (e.g. CalgaryStampede.com/AggieDays). Redirects can be quickly set up by our Marketing team.

**Note:** Do not use URLs such as cs.calgariystampede.com publicly.

### Social media sites

Facebook: [facebook.com/CalgaryStampede](https://facebook.com/CalgaryStampede)

Twitter: [twitter.com/CalgaryStampede](https://twitter.com/CalgaryStampede)

YouTube: [YouTube.com/CalgaryStampede](https://YouTube.com/CalgaryStampede)

Flickr: [flickr.com/CalgaryStampede](https://flickr.com/CalgaryStampede)

Instagram: [instagram.com/calgariystampede](https://instagram.com/calgariystampede)

LinkedIn: [linkedin.com/company/calgary-stampede](https://linkedin.com/company/calgary-stampede)





CS

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