

2024

Media Guide



CS
Calgary Stampede



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About the Calgary Stampede

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

Will Osler, President & Chair of the Board



Will is a partner with Bennett Jones LLP, practicing corporate/commercial law. He has extensive experience in corporate governance, corporate finance, mergers & acquisitions and major infrastructure projects, and is recognized as a leading lawyer in Canada. Will attended Queen's University and the University of Calgary.

Joel Cowley, Chief Executive Officer



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.

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.



Stampede Parade presented by Suncor

Since 1912, the Stampede Parade has served as the official kickoff of The Greatest Outdoor Show on Earth. It's not just a parade marching down a street; it is a march through tradition, history and Calgary's culture.

Parade Marshal

The Calgary Stampede is honoured to have actor Owen Crow Shoe lead the 2024 Stampede Parade presented by Suncor. To learn more, please visit:

calgarystampede.com/stampede/parade/marshal

Celebrity Judge

A trio of *Heartland* stars will be watching the Calgary Stampede Parade presented by Suncor with a keen eye as the 2024 Stampede Parade Celebrity Judges!

Amber Marshall, Chris Potter and Shaun Johnston will be selecting their favourite Parade entries from all categories - which feature over 100 entries including 11 bands, 21 floats and more than 30 horse entries!

New and Notable

This year you can expect all the iconic Stampede experiences our guests know and love, along with a lot of new programs and experiences.

Food and Wine

The Midway

With a menu full of more than 75 new and exciting foods to try, this year's Stampede Midway has everything from savory and sweet indulgences to truly daring and unique dishes. Amongst the wildest foods coming to the Midway in 2024 are the Cheeseburger Ice Cream and Gator pepperoni pizza. For those looking for more conventional, but exciting new treats we have Ube Coconut Mini Donuts, Pickle Fry Poutine and Oreo Cheesecake Mini Donuts.

Stampede Cellar Champion Wine Experience

The Stampede Cellar Champion Wine Experience is brand new to Stampede 2024 and located on the third floor of the newly expanded BMO Centre. Catch cabaret shows and dueling pianos, while sipping on the best wines of the Stampede Cellar Showdown wine competition that took place in February.



The Grandstand Show

The 2024 Calgary Stampede Grandstand Show will take audiences on a spectacular journey with hit music, jaw-dropping stunts, illuminating displays and high-energy entertainers. With performances by The Young Canadians and exclusive headliner the Hunter Brothers, this year's spectacle-based Variety Show has rock, grit, country, nostalgia and will challenge us all to live life in the fast lane.

If you think you've seen The Grandstand Show before, think again. In 2024 the Grandstand Show is throwing it back and kicking it old school while taking audiences on a rock and roll trip of their lives.

Hand Games Competition

A brand-new addition to Elbow River Camp, the Hand Games Competition is taking place in the Arbour July 11-13 at 3 p.m.! Hand Games are a cultural game played by First Nations people across North America. They are played by hiding sticks in their hands and guessing the location. Typically, two teams of five players will sit across from each other and try to outsmart the other team by hiding objects and passing them amongst team members. 300 participants will be competing for more than \$10,000 in prize money.

Agriculture & Western Events

In addition to the world's largest outdoor rodeo and our world-class agriculture exhibitions and competitions, here are a few of the new Agriculture and Western Events for 2024:

OH Branded Beef Youth Ambassador program pairs young Albertans with a steer from the OH Ranch. Education and support are provided throughout the year leading up to the sale of their projects at the International Livestock Auctioneer Championships on July 13, 2024. Participants get to keep 80% of proceeds.

Western Elite Bred Heifer Invitational – A new class inviting the best heifers and their youth owners from shows around Alberta to compete at the Calgary Stampede.

Youth Public Speaking – A new competition in partnership with Alberta Young Speakers for Agriculture.

Robot Rodeo - New competition in partnership with Western Mechatronics. As a part of the Robot Rodeo, we will also have teams participating in an Ag Tech Challenge, to get them thinking about ag applications for the robots they are competing with.



Rocky Mountain Cup - The introduction of a new standalone night dedicated to the ladies breakaway roping competition as part of our new two nights for the Rocky Mountain Cup, showcasing the best ropers in the sport on Tuesday, July 9 in the Nutrien Western Event Centre.

Vancouver Island Coast Cowgirls will be at Stampede 2024 as our special feature performers. This dynamic equestrian drill team will have exhilarating performances with great music, showcasing reining, sliding stops, spins and lead changes.

Born to Buck - Our guests love our animals and we are looking forward to introducing the Born to Buck activation inside the Nutrien Western Event Centre – AltaLink Hall, providing guests with an up-close encounter with some of our Stampede Ranch mares and foals. This immersive experience features a 70-foot video wall showcasing imagery from our Stampede Ranch, promising a memorable and Instagram-worthy experience for our visitors.

Other Fun Facts

- **Midway** — The ride capacity on the Midway is upwards of 33,000 guests an hour, up almost 6.5 per cent from 2023.
- **Food** — There are 76 new food items on the Midway this year! To see all the new food items, please visit: calgariystampede.com/new-midway-food
- **Shopping** — The Market in the BMO Centre is hosting 257 market vendors, which has increased by 113 new vendors in comparison to 2023.
- **Entertainment** — Cirque de La Nuit is performing a custom show tailored to Stampede at the Stage of Wonders in the BMO Centre! Included with park admission, the performances include ball juggling, a fire seer wheel, aerial acts, a 10-foot unicycle, and more.
- **Attendance** - The Calgary Stampede welcomed more than 1.3 million guests in 2023!

BMO Centre Expansion

The expanded BMO Centre makes gatherings even greater. At more than 1 million square feet, the BMO Centre is the largest convention centre in western Canada. An anchor to the new and vibrant Culture + Entertainment District, guests are welcomed with our western hospitality and Stampede Spirit, in one of the most energetic convention areas in North America.

Quick Facts

- Largest convention facility in Western Canada.
- More than one million total square feet.
- Central Hub & Atrium, Pre-function area, Outdoor Plaza & Pavilion, Public Art Sites.



- On TC Energy Community Day coffee and donuts will be served in the new BMO Plaza.

Sam Centre

Experience the twists & turns and the dust & dazzle of Stampede’s greatest stories! The newly opened Sam Centre invites you to discover The Greatest Outdoor Show on Earth in a whole new way—through captivating exhibits, immersive multimedia shows, and compelling storytelling with a human touch that changes with every visit. This ticketed, immersive experience brings together more than 100 years of memories, artifacts, and experiences under one roof. From July 5-14, guests can see Sam through a 30-minute insider tour on a walk-up basis.

Immersive Disney Animation

The Greatest Outdoor Show On Earth meets the Most Magical Place On Earth! This ticketed blockbuster experience showcases Disney favourites and allows fans to experience their favourite Disney memories in a new way. Creating iconic animated stories for all ages for nearly a century, Walt Disney Animation Studios has joined forces with North America’s top creator of experiential projection exhibitions to present the music and artistry within Disney Animation’s canon of films—from hits of today like Encanto, Zootopia and Frozen, to all of the classics including The Lion King, Peter Pan and Pinocchio. Immersive Disney Animation will be showing at the BMO Centre until August 18. During Stampede, admission to Stampede Park will be free with your Immersive Disney Animation ticket purchase.

Our 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.

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.



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.

Terminology

First Nations

Elbow River Camp and First Nations of Treaty 7

Elbow River Camp presented by Enbridge

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 Îyâxe Nakoda, Kainai, Siksika, Piikani and Tsuut'ina.

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.

Note: Always capitalize the “I” in Indigenous.

First Nations of Treaty 7 pronunciations:

- Siksika (sick-sick-ah)
- Piikani (pea-con-knee)
- Kainai (K’eye-nigh)
- Stoney Nakoda
- Tsuut’ina (Sue-tin-ah)

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

Events

Value Days and Deals

Mark your calendars and have more fun for less money with the Stampede’s **Value Days:**

Thursday, July 4 — Sneak-A-Peek:

With half off park admission, this is your chance to check out Stampede a day before the Parade officially kicks it off.

Friday, July 5 — Parade-to-Park presented by Suncor:

Go straight from the Parade to Stampede Park and receive free admission from 11:00 a.m. to 1:30 p.m.



Sunday, July 7 — Tim Hortons Family Day:

Admission is free until 11 a.m., plus a free pancake breakfast in the GMC Stadium Courtyard from 8 a.m. to 10 a.m. and a free variety show from 8 a.m. to 10 a.m. in GMC Stadium.

Tuesday, July 9 — TC Energy Community Day:

Free admission for everyone from 10 a.m. - 2 p.m. Plus, coffee and donuts for seniors (65+) from 10 a.m. to 11 a.m. at the BMO Centre Great Lawn, while quantities last.

Wednesday, July 10 — BMO Kids' Day:

Stampede with your little ones with free breakfast in the GMC Stadium Courtyard from 8:00 a.m. to 9:30 a.m. while quantities last, and watch a free variety show from 8:00 a.m. to 10 a.m. Free entry all day for kids 12 & under and free entry for everyone until 10 a.m.

To find out more about ways to save at the Stampede, please visit:

news.calgarystampede.com/releases/new-year-new-experiences-and-new-ways-to-save-at-the-calgary-stampede

Music

The Calgary Stampede is renowned for giving fans a full music festival experience and this year is no exception. Enjoy the summer's ultimate live music experience at the Coca-Cola Stage, Nashville North, The Big Four Roadhouse and the Saddledome. Across the ten days of Stampede, there are more than 100 acts set to perform across these stages. To see the complete Calgary Stampede music lineup and showtimes, please visit:

calgarystampede.com/stampede/music

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; and
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.

Quick Facts

- We answer frequently asked questions about the Calgary Stampede and animals on our website. You can find it at corporate.calgariystampede.com/about-us/animal-care/questions-answers
- Approximately 7,500 animals take part in the annual Calgary Stampede, from horses, cattle, and sheep to pigs, donkeys, goats and poultry.
- Approximately 500 horses live on the Calgary Stampede Ranch. About 200 of them are active bucking horses, with 50 of those considered the best-of-the-best. The rest of the herd is made up of everything from newborns and yearlings, to retired veterans.
- A chuckwagon can reach speeds of close to 65 km/per hour. That's some serious horsepower!

Rodeo

Please note that filming is not permitted inside GMC Stadium with respect to rodeo events and chuckwagon racing. You may request video of the events and races by e-mailing William McLarnon, wmclarnon@calgariystampede.com.

To see the complete schedule and learn more details, please visit: calgariystampede.com/stampede/rodeo

Format

The World's Largest Outdoor Rodeo will continue this year with the expanded format established in 2023, featuring 30 of the top athletes in each of the six events — Bareback Riding, Barrel Racing, Tie Down Roping, Saddle Bronc Riding, Steer Wrestling and Bull Riding — broken into three hotly contested pools. The top four athletes in each pool will advance to Showdown Sunday, earning the chance to take a run at the Championship!

Quarterfinals:

July 5-7: Pool A

July 8-10: Pool B

July 11-13: Pool C



Semifinals:

July 14: Top 4 from each pool (12 competitors per event)

Finals:

July 14: Showdown (Top 4 from semifinals per event)

Events

Bareback

The cowboy holds onto leather rigging with a snug custom fit handhold and tries to reach as far forward as he can with his feet, then rolls his spurs back up toward the rigging. During a particularly exciting bareback ride, a rider can feel as if he's being pulled through a tornado. Bareback Riding is the most physically demanding event, a true test of a cowboy's strength with the riding arm absorbing most of the horse's power.

Horse and rider combine for a total score out of 100 possible points. The rider is judged on his control during the ride and on his spurring technique. Higher marks are awarded to the rider who is best able to co-ordinate his spurring with the horse's action. A cowboy will be disqualified in Bareback Riding for failing to make the eight-second horn, or for touching his horse, himself or his equipment with his free hand.

Barrel Racing

The Ladies Barrel Racing is a horse race timed to the 1/100th of a second using an electronic eye. In turn, each rider circles three barrels in a cloverleaf pattern. The tighter the turns on the barrels, the faster the time, but be careful — if a barrel is knocked over, a five-second penalty is added to the running time — virtual elimination. If a contestant breaks the pattern, a no-time is awarded.

The partnership between horse and rider is just as key as having a fast horse. The Quarter Horse is the preferred breed, but any horse that excels at fast speed in the short term and sharp turns can make a good barrel horse.

Steer Wrestling

Timing, co-ordination and strength make for a successful steer wrestler. The steer is given a head start and must cross the score line before the wrestler leaves the box or the barrier will be broken and a 10-second penalty assessed. Although Steer Wrestling is not a team event, the contestant relies heavily on his hazer — another rider tasked with keeping the steer running in a straight line. During the run, the contestant rides alongside the steer, eases off his horse and reaches for the steer's head. He catches the right horn in the crook of his right arm and reaches under the jaw of the steer with his left. As his feet hit the



ground, he uses them to dig into the dirt and slow the steer's momentum enough to turn the steer as he wrestles the animal to its side.

This is the fastest of the timed events — so don't blink. In 1967, Steer Wrestling grew out of the event of Steer Decorating — an event in which the cowboy also dropped off his horse and caught the steer by the horns and then slipped a ribbon of elastic over a horn.

Saddle Bronc

Style, grace, balance and rhythm define Saddle Bronc Riding. The rider utilizes a bronc rein attached to the horse's halter to help maintain his seat and balance. The length of rein a rider takes will vary on the bucking style of the horse he is riding — too short a rein and the cowboy can get pulled down over the horse's head. Of a possible 100 points, half of the points are awarded to the cowboy for his ride and spurring action. The other half comes from the athletic bucking ability of the horse. The spurring motion begins with the cowboy's feet over the points of the bronc's shoulders and as the bronc bucks, the rider draws his feet back to the "candle," or back of the saddle, in an arc. Then he snaps his feet back to the horse's shoulders just before the animal's front feet hit the ground again. A bronc rider will receive no score if he is bucked off; if he touches his equipment, himself or the horse with his free hand; or loses a stirrup or his rein during the ride.

Tie-Down Roping

Tie-Down Roping is the most technical event in today's rodeo, just as it was in the early 1900s. Roping cattle was a regular part of everyday ranch work and skilled ropers were highly regarded. It requires a unique partnership with a working horse and excellent hand-eye co-ordination on the part of the cowboy. In today's rodeo arena, the calf is always given a head start and releases the barrier with a breakaway cord when it reaches the end of that head start. If the roper leaves the box too early, he breaks the barrier and will be assessed a 10-second penalty.

Once the calf is roped — the contestant relies on his horse to stop in a stride as he dismounts on the run to reach the animal, flank and tie three legs. While the roper makes the tie, his horse works independently to keep the rope tight. Time is called when the roper throws his hands into the air signaling he is finished. Once the time becomes official, arena helpers move in to release the calf. Any unnecessary roughness will result in disqualification.

Bull Riding

Holding on to only a braided rope looped around the bull's girth and held tight by the rider's hand, the contestant tries to stay aboard an animal weighing roughly 10 times more than he does. A cowbell attached to the rope serves as a weight that pulls the rope free once the rider has released his grip. Bull riding requires exceptional balance, upper body strength and strong legs. There is no requirement to spur, as staying on top and close to his hand is



challenge enough for the cowboy on these loose-hided animals. A bull rider will be disqualified if he is thrown before the eight-second horn or if he touches his equipment, the bull or himself with his free hand during the ride. Bull Riding is the adrenalin rush of rodeo excitement.

Novice Saddle Bronc

Novice contestants must be 20 years of age or younger as of Jan. 1, 2024. The score is out of a possible 100 points. Up to 50 points are awarded on how hard the horse bucks and 50 points for how well the rider performs. The spurring action is from the neck of the horse back to the cantle of the saddle.

A contestant will be disqualified (receive a no-score) for bucking off; touching his equipment, himself or the horse with his free hand; or losing a stirrup. This event is where the young cowboys meet the young horses — so watch for some wild action. The Stampede first opened its gates to this event in 1947.

Novice Bareback

This event is the most recent to be added to the Stampede Rodeo — the first champion was declared in 1977. Cowboys 20 years of age and under as of Jan. 1, 2024, match up with the young, up-and-coming horses from the Stampede Ranch. Novice Bareback riders follow the same rules as the open Bareback competition.

A rider is judged on his control during the ride and his spurring technique. He holds onto leather rigging with one hand and keeps his free hand clear of himself, his rigging and the horse. The spur stroke runs from the point of the horse's shoulders up along the horse's neck towards the rigging. This event is scored out of 100 points, with 50 for how well the cowboy rides and 50 for how well the horse bucks. With all the youthful eagerness involved, this can be wild to watch.

Junior Steer Riding

Young riders aged 12 to 15 compete on wily bovines. As with the other roughstock events, one half of the score is awarded for the contestant's ability to ride and the other half is for the stock's ability to buck. The cowboys and cowgirls are allowed to ride with one hand or two. If they elect to ride with only one — they must abide by the rules for bull riding — whereby they will be disqualified for touching themselves or the animal with their free hand, or double-grabbing with both hands during the eight seconds.



Wild Pony Races

Hold on to your hats — this fun event will get you caught up in the excitement. Teams of three youngsters ages eight to 12 try to tame a wild pony long enough to get a rider aboard for a two jump ride. The team with the fastest time wins.

Rules

Unnecessary Roughness

If at any time a competitor is seen to be treating an animal with unnecessary roughness, they could be fined or even removed from the rodeo.

Modified Tie-Down Roping

The Calgary Stampede uses modified rules in Tie-Down Roping, allowing the calf to be released almost immediately following the competitors tie. There is no required time for the calf to remain tied on the ground.

Jerk-Down Rule

If a calf in the Tie-Down Roping is jerked off all four feet and its body touches the ground prior to the roper reaching the calf, the roper will be penalized and his run will not be counted.

Legal Catch

In Tie-Down roping, if the calf is roped anywhere other than cleanly over its head, the competitor will be penalized and his run will not be counted.

Steer Wrestling – Dog Fall Rule

In Steer Wrestling if a competitor brings a steer down with either with splayed legs, preventing it from falling safely, or with feet and head facing in different directions, that is considered a 'dog fall'. The competitor would be penalized with a no time.

Barrel Racing – Drug Testing

All horses competing in the Barrel Racing will be subject to daily random drug testing.

Evening Show

The Calgary Stampede Evening Show is a unique entertainment doubleheader that takes place nightly at 7:45 p.m. The blast of a klaxon kicks off the Cowboys Rangeland Derby chuckwagon races—excitement that's measured on the Richter Scale. When the last wagon thunders over the finish line, the fan-favourite Relay Races starts and the best Indigenous Relay Racing teams take the track! To conclude the evening, the Grandstand Show dazzles audiences with elaborate song and dance numbers, acrobatics, and concludes with a spectacular fireworks finale in the night sky! To see the complete Evening Show schedule and learn more details, please visit: calgarystampede.com/stampede/shows/evening



Events

Cowboys Rangeland Derby

That pounding of hooves and trembling of the ground can mean only one thing; the world's premier Chuckwagon event has begun! Witness all the thrilling action over nine nightly heats as 27 Chuckwagon drivers, supported by their outriders and 162 horses vie for prize money and bragging rights. With a total of 27 chuckwagon drivers, 9 heats will compete every evening.

Fitness to Compete at the Cowboys Rangeland Derby

- All chuckwagon horses are microchipped to track health inspections, rest days, veterinary care and drug testing.
- All chuckwagon horses are given a thorough inspection by a team of veterinarians upon arrival at Stampede Park and each night prior to competition.
- Chuckwagon drivers must submit a list of their competing horses prior to racing each night. Each horse undergoes a thorough pre-race inspection and can be scratched from competition if found not fit to compete.
- Post-race inspections of all horses are carried out as they leave the track.
- All horses are subject to random drug testing.
- \$136K in prize money allocated to recognize the drivers with the best safety records throughout Stampede.
- Ongoing scientific research in partnership with the University of Calgary focused on learnings around horse health and track management.

Relay Racing

See North America's best First Nations relay racing teams in action, where bareback riders swap horses and circle the track at top speed. Pre-purchased tickets admit the ticket holder to the Calgary Stampede on the day of the performance.

Highlighting First Nations horsemanship, 10 teams will compete at the conclusion of the Cowboys Rangeland Derby Chuckwagon Races. Each team consists of four people: three "holders" and one rider. When the horn sounds, the rider must jump on the first horse and race one lap around the track at top speed. At the end of the lap, the rider leaps off that horse and jumps onto a second for the next lap, followed by a third lap on the last horse. The first rider to cross the finish line after three laps wins.

Relay Races have been around for at least 100 years and quickly found fans at the Calgary Stampede upon its debut in 2017.

Rules

- Each team has four members and three high-powered thoroughbred race horses.
- Team members all have a role. There is one rider, two horse holders and one 'mugger' who catches the horse during an exchange. All teams and their horses

make their way onto the track at the same time, and remain on the track for the entire race.

- Teams stand off to the side while the four riders prepare for a standing start.
- When the horn sounds, riders leap onto their horses bareback (without a saddle) and race a lap of the track.
- Once the first lap is completed, it's time for the relay exchange. The rider jumps off his horse and passes it to the mugger. He then leaps onto a new horse and takes off for another lap.
- This cycle continues for three laps, where the fastest team wins!

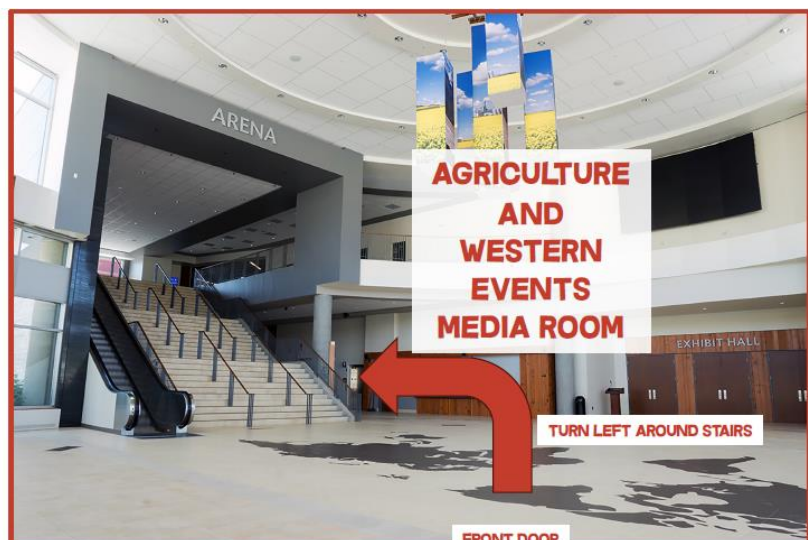
Media Lounge

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 serve basis. We ask that no interviews are conducted in the lounge.

The Stampede Agriculture and Western Events Media volunteer committee will be in and out of this room, and while there will always be at least one member in there at all times during the 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 and Education Coordinators will be in and out of the room from July 5-14 to feed the fish and water the plants.



Wi-Fi

CS
Calgary Stampede

BMO CENTRE
STAMPEDE PARK • CALGARY • CANADA

Stampede Media Wi-Fi

Wi-Fi Name: Stampede Media
Wi-Fi Password: M3dia2024!

Wi-Fi QR Code



Contact Information

Media Requests

media.relations@calgarystampede.com

Shannon Greer

Manager of Communications and Media Relations

sgreer@calgarystampede.com

Lauryn MacDonald

Communications Advisor

Lauryn.macdonald@calgarystampede.com

Brianna Baustad

Communications Coordinator

bbaustad@calgarystampede.com

Jensen Austin

Communications Coordinator

jaustin@calgarystampede.com

To request footage of the Rodeo or Chuckwagon Races:

William McLarnon

Production Lead

wmclarnon@calgarystampede.com

Social Media Handles

Thank you for your interest in covering Stampede 2024! 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](https://www.instagram.com/calgarystampede)

X: x.com/calgarystampede

Facebook: [facebook.com/calgarystampede](https://www.facebook.com/calgarystampede)

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

YouTube: [youtube.com/calgarystampede](https://www.youtube.com/calgarystampede)



Photos and Videos

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See you next year...

