

Calgary: Home to the Greatest Outdoor Show on Earth

In 1912, Calgary held the very first Stampede and Wild West Show. We loved a good party then, and we love a good party now. Over the years, the show has expanded significantly and has gained a worldwide reputation as “The Greatest Outdoor Show On Earth”. During 10 days every July, over 1.1 million people pass through the gates.

The highlight of Calgary’s world-famous event is a \$2 million rodeo tournament that attracts competitors from around the world. The winning combination of action-packed entertainment also includes the thrill of chuck-wagon races, agricultural exhibits, events, Stampede pancake breakfasts, top-name entertainment, midway rides and an evening grandstand show.

The entire city of Calgary gets into the Stampede spirit, and residents and visitors alike put on their western finery – jeans, cowboy boots, belt buckles and, of course, cowboy hats. Local manufacturers such as Smithbilt Hats and Alberta Boot Company prepare months in advance for the sudden demand – their hats and boots make it into the suitcases of visitors from around the world. Nightclubs burst at the seams and the city parties for 10 days straight, warmly welcoming thousands of visitors to share in the fun.

The celebration starts with the annual Stampede Parade, during which over 4,000 participants wind their way past an audience of 350,000 people. The parade includes around 40 floats, 750 horses and up to 30 marching bands. Spectators flock to the route early in the day, hoping for a good view of the entertainment.

After that, the party’s open, and revelers spend the next 10 days and nights in search of the perfect pancake breakfast, the most thrilling midway ride, the best beef-on-a-bun or the grooviest live music (in any genre).

Connect pride, vision and energy with sheer determination (and stamina) and you have the spirit that makes us Calgary.

To organize a media visit to Calgary, contact Maude Laliberté at maudel@tourismcalgary.com.

For more information on the Calgary Exhibition and Stampede, visit www.calgarystampede.com.

For more information on Calgary, Alberta, Canada go to www.visitcalgary.com.