For Immediate Release

Media Contact:
Shannon Dexheimer-Hulsey
303-312-5921
shulsey@brownpalace.com

Brown Palace to Roll out Red Carpet for Stock Show Champion

DENVER (Jan. 5, 2011) – The Brown Palace Hotel is accustomed to hosting presidents, celebrities and royalty, and on Friday, Jan. 21, they will have the privilege of hosting a champion. The National Western Stock Show's 2011 Grand Champion Steer will receive the royal treatment as he is escorted down a red carpet to be adorned with roses and put on display during afternoon tea in the hotel's lobby.

From 11 a.m. – 1 p.m. the public can have complimentary photos taken with the steer before he heads to the Auction of Junior Champions to be sold that evening. Rodeo royalty will also be on site for photos and autographs.

The steer's visit to The Brown is one of many appearances made by livestock in the hotel. In 1945, Dan Thornton, who later became governor of Colorado, arranged to have two Hereford bulls shown and sold here for $50,000. In January 1958, Monte Montana clattered into the lobby on his horse "Rex" and continued up the grand staircase to drop in on a meeting of the Rodeo Cowboys Association. In 1988, Gary Henry and "Bubba," a Texas Longhorn steer, arrived at the front desk to signal the beginning of the National Western Stock Show.

**Recent and historic photos available upon request.*

The Brown Palace Hotel and Spa is a Forbes Four-Star, AAA Four-Diamond luxury landmark located in the heart of downtown Denver. It is a charter member of National Trust Historic Hotels of America and is managed by Quorum Hotels & Resorts, a full service management company headquartered in Dallas. For more information or to make reservations please call (303) 297-3111, (800) 321-2599 or visit www.brownpalace.com.

# # #