

For Immediate Release

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Stock Show Steer Receives Royal Treatment at The Brown Palace Hotel

DENVER (Jan. 5, 2010) – On Friday, Jan. 22, the National Western Stock Show's 2010 Grand Champion Steer will be escorted down a red carpet to be put on display during afternoon tea in The Brown Palace Hotel and Spa's lobby. The prize winning steer will be adorned with a garland of roses and will drink from a sterling silver punch bowl while hundreds of city slickers gather for a glimpse before he heads to the Auction of Junior Champions to be sold that evening.

Complimentary photos with the Grand Champion will be taken from 11 a.m. – 1 p.m. Rodeo royalty will also be on site for photos and autographs. Open to the public.

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.

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