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NEWS RELEASE

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## Forging a new style in blacksmithing

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Calgary, AB – The Calgary Stampede will be forging new ground with its blacksmith programming in the years to come. The 2014 Calgary Stampede will mark the final year that the World Championship Blacksmiths' Competition will be held under the current format. Starting in 2015 the Calgary Stampede and its volunteer committee will be reformatting the program to further showcase blacksmith skills in new ways throughout the entire 10 days of the Stampede.

"For over three decades, blacksmithing has been presented during the Stampede in the form of this competition," explains blacksmith committee Director Liaison Roc Spence. "We are refreshing our programming around blacksmithing for 2015 and beyond with the goal of presenting blacksmithing every day of Stampede, allowing many more visitors to experience and learn about this skill and art-form."

The current competition format presents blacksmithing on a handful of days during Stampede. Concepts are now in the works to create refreshed and innovative programming around blacksmithing to ensure it is showcased on each day of Stampede, creating even more opportunities for visitors to experience this essential skill and art-form.

"Blacksmithing is visually exciting and we know many of our guests enjoy watching metal transform into precise forms," says Spence. "We continue to be thrilled to offer this captivating skill to so many people who may not have seen it otherwise."

The Stampede has thrived for more than a century by continually evolving its programming and how it presents agriculture, livestock and related skills like blacksmithing. The Stampede lead the way in presenting fresh, innovative and compelling programs that draw urban audiences and connect them with their rural roots. More information on the new formats and showcase concepts will be shared as the programming details evolve in the coming year.

Additionally, the Canadian Horseshoeing Championships, a different stand-alone event traditionally hosted by the Calgary Stampede each spring, will no longer be offered as part of the Calgary Stampede programming.

### **About the Calgary Stampede**

As we enter our second century, 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 10-day 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 promotes western heritage and values. All revenue is reinvested into Calgary Stampede programs and facilities.

Calgary Exhibition and Stampede Limited

Box 1060, Station M, Calgary, Alberta, Canada T2P 2K8 1.800.661.1260 T 403.261.0101 F 403.265.7197 [www.calgarystampede.com](http://www.calgarystampede.com)



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**For more information, please contact:**

Bonni Clark

Communications Advisor

**C** 403.837.3663

**E** [bclark@calgarystampede.com](mailto:bclark@calgarystampede.com)

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