

A Native American rider on a bucking horse at the Calgary Stampede. The rider is wearing traditional regalia, including a feathered headdress and a fringed shirt, and is pointing upwards with one hand. The horse is dark brown with white spots on its hindquarters and is bucking in a dirt arena. In the background, a large crowd is visible in the stands of a stadium, and a banner reads "GREATEST OUTDOOR SHOW ON EARTH".

CS
Calgary Stampede

JULY 3 – 12, 2026

2026

Media Guide

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Media Relations

Need Assistance?

Our Media Relations team is here to help. Whether you're looking to schedule an interview, connect with a spokesperson, or gather information for your story, we're available to support you throughout Stampede. Don't hesitate to reach out—we're happy to assist in any way we can to help you share the story of The Greatest Outdoor Show on Earth.

Contact Information

Media Requests

media.relations@calgarystampede.com

Accreditation Questions

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Media Lounge

Nutrien Western Event Centre – Journey 2050 Classroom

Open: 5 p.m. to 9 p.m (July 2)

Open: 9 a.m. to 9 p.m. (July 3-12)

The Media Lounge is open to all accredited media. Light refreshments and food will be available on a first-come, first-served basis. We ask that no interviews be conducted in the lounge.

The Stampede Agriculture and Western Events Media volunteer committee will be in and out of this room, and while at least one member will always be present during operating hours, please leave valuables/camera gear at your own risk.



Media Wi-Fi

Network Name: Stampede Media

Password: M3dia2026!

Media Parking

Designated media parking for the 2026 Calgary Stampede is available at the Saddledome via 5A Gate (640 14th Ave SE).

Parking access is restricted to accredited media members who have been issued an official Calgary Stampede Media Parking Pass.

This pass grants access to Lot B and P1 only and is valid from July 3 to July 12. The pass must be displayed on your dashboard at all times.

Please note: Parking passes are non-transferable and may not be duplicated or altered under any circumstances. Misuse of media parking privileges may result in the revocation of access.

Stampede Park Entry

Media should enter Stampede Park via the accreditation line located at the white tent beside the main Stampede Park entry points.

Photography & Video Guidelines

Rodeo Footage

Capturing video Footage of the Stampede Rodeo, the Rangeland Derby presented by Play Alberta featuring Chuckwagon races, the ENMAX Relay Races and the Grandstand Show presented by Freedom Mobile is **not permitted**. To request Footage of these events, please contact William McLarnon at wmclarnon@calgarystampede.com.

Concert Footage & Photography

For access to the Coca-Cola Stage, Nashville North and The Big Four Roadhouse photo pits:

- All media must be at the side gate, stage left (stage right for Nashville North), prior to the show's start.
- A member of the crew/tour will escort you to the pit and provide you with shooting permissions/instructions. Note that some artists may require photo releases to be signed.
- You will then be escorted out.

Please note that some artists will not permit any shooting. If that is the case, you will be advised at stage left.

No outlet is permitted backstage access of any kind, outside of the escort to/from the pit.

Photos and/or Footage cannot be used for commercial use or personal gain.

Drones are prohibited on Stampede Park.

For inquiries, please contact media.relations@calgarystampede.com

To request access for Saddledome concerts, please contact media.relations@calgarystampede.com

Artist Interviews

Please note that the Calgary Stampede Media Relations team does not coordinate interviews with musical artists. All interview requests must be submitted directly to the artist's PR representatives for consideration.

Barn Access

Access to the Race Barns is available by escort only. All requests to access the barns must be made through media.relations@calgarystampede.com ideally 24 hrs in advance.

Elbow River Camp Access

All requests to conduct media interviews in Elbow River Camp must be sent to media.relations@calgarystampede.com AT LEAST 24 hours in advance. All requests will be forwarded to and managed by Vanessa Stiffarm, Elbow River Camp Coordinator.

No photography or videography is permitted during prayers at any event under any circumstances.

The Calgary Stampede 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. These registered trademarks are protected by intellectual and industrial property laws in Canada and internationally and are for exclusive use of the Calgary Exhibition and Stampede Ltd. Unauthorized use of these protected, registered trademarks is prohibited without the written consent of the Stampede.

For more information, visit: <https://branding.calgarystampede.com/>

Social Media Handles

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)

TikTok: [tiktok.com/@calgarystampede](https://www.tiktok.com/@calgarystampede)

Visit calgarystampede.com and connect with the Calgary Stampede online via Instagram, Facebook, Twitter, TikTok and YouTube for all the latest news.

2026 Fact Sheet

Attendance

GATE ATTENDANCE

2025: 1,470,288

2024: 1,477,953

2023: 1,384,632

DAILY GATE ATTENDANCE (2025)

Day	Attendance	Cumulative
Thursday	35,715	35,715
Friday	161,057	196,772
Saturday	142,199	338,971
Sunday	182,063	521,034
Monday	98,655	619,689
Tuesday	193,033	812,722
Wednesday	161,419	974,141

Thursday	95,165	1,069,306
Friday	128,304	1,197,610
Saturday	150,974	1,348,584
Sunday	121,704	1,470,288

Quick Facts

First Calgary Stampede	September 1912
# of Rodeo Contestants in 2026	210
Total Calgary Stampede Rodeo Purse	\$2.17M
Stampede Park	200+ Acres
Incorporation	Not-For-Profit Organization
Volunteer Board of Directors	28
Volunteers	3,000
Year-round employees	1,200
Seasonal Stampede-time employees	3,500
10-Day Economic benefit to Alberta	\$389M
Year-Round Economic benefit to Alberta	\$721M
Year-Round Economic benefit to Canada	\$872M

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.

For more information and frequently asked questions about the Calgary Stampede and animals, visit our website: calgarystampede.com/animal-care

New & Notable for 2026

Monster Energy Compound – Après Hours with SkiiTour

A new evening programming experience is set to bring added energy, movement and festival atmosphere to the existing Monster Energy Compound during the 2026 Calgary Stampede.

- Three nights only, from July 9-11, each evening will open at 9:00 p.m. with a 20-minute fire performance by Northfire Circus before transitioning into a 60-minute DJ set with SkiiTour.
- LED performers will be integrated into the music experience, leading into a final fire performance that builds toward the Grandstand fireworks.

Art Show Committee – Artist Ranch Project

Returning after six years, the Artist Ranch Project is an initiative run by the Calgary Stampede's Art Show Committee. Selected artists were invited to spend time on the historic working OH Ranch in Alberta, immersing themselves in the ranching and western way of life.

- Artists who went to the OH Ranch created artwork inspired by that experience, which will be exhibited and sold at the Calgary Stampede Art Show in Western Oasis.

Find more information on the Art Show [here](#).

Corona Skydeck

GMC Stadium seating offerings expanded in 2026 with the construction of the new North Infield building featuring new premium suites and the introduction of the Corona Skydeck, a 370-person rooftop patio.

This is the first new premium seating offering at the Calgary Stampede since 2014.

For more information about the Corona Skydeck visit [here](#).

Flying Fools High Dive Show

New for 2026, experience the Flying Fools High Dive Show at BMO Plaza, featuring daring dives from dizzying heights.

- From heights of up to 25 metres, come experience the jaw-dropping stunts, big laughs and splashy thrills!

- Included with Park admission, enjoy three, 20-minute performances daily, with additional shows on Value Days for even more chances to catch the action.

For more information, including the full schedule, visit [here](#).

Little Rodeo Pro

Saddle up for Little Rodeo Pro located in the Great FUNtier, the ultimate pint-sized rodeo experience where kids ages 4 to 12 race, rope, and ride their way to glory!

- In a specially designed kid-friendly arena, young cowboys and cowgirls get a taste of the rodeo life with safe events that celebrate skill, spirit, and sportsmanship.
- Events include barrel racing, roping dummies and more.

Line Dancing Lessons

Kick up your boots and join Puddle of Mudd Productions for high-energy line dancing lessons at BMO Community Square.

- For all 10-days of Stampede, you'll be movin' and groovin' in no time as you learn new steps alongside your fellow boot-scootin' buddies.

For more information on the BMO Community Square and Line Dancing schedule, visit [here](#).

Midway Twilight Pass

Make the most of your evening at the Midway on Thursday, July 9, with the Midway Twilight Pass.

- Starting at 5 p.m., enjoy \$5 off the Ride All Day Pass and sample-sized food items, from participating vendors, for just \$5 each.

Nashville North

Nashville North returns bigger and better, with new modern décor and aesthetics, extended patio space, a new and larger Nashville North Bud Light stage, improved VIP suites and a brand-new night party experience.

- Kick off Stampede during Sneak-a-Peek on July 2 with a special Josh Ross x Bud Light performance that offers guests an exclusive preview of 10 days of unforgettable fun.
- Exclusively on the first weekend of Stampede, the Nashville North NIGHTSHIFT fuelled by Monster Energy will keep the party going, with DJs taking the stage from midnight to 3 a.m. on July 3-5.
- Nashville North will be rocking rainbow boots on July 4, welcoming the 2SLGBTQIA+ community for an afternoon filled with pride, entertainment and western fun at the 13th annual Pride Day supported by BMO, Mott's and WCD.

For the Nashville North music schedule, visit [here](#).

Stampede Sand Sculptures

New to 2026, explore and marvel at the amazing Stampede Sand Sculptures, with 10, six-foot tall installations featured throughout the BMO Centre.

- Approximately 200 tons of sand is used to create the sculptures, with each square foot weighing roughly 130 lbs.
- Images include Guy Weadick and Flores LaDue, a Chuckwagon, Barrel Racing, Bull Riding, Stampede Showband, the Six Heavy Horse Hitch and more.

Find more information about Stampede Sand Sculptures [here](#).

Stampede Cellar Champion Wine Experience

Located on the third floor of the BMO Centre, the Stampede Cellar Champion Wine Experience offers an elevated escape to wine and dine.

- Expanding this year into both Champions Ballroom A and B, the sophisticated lounge features award-winning wines from the Stampede Cellar Showdown International Wine Competition paired with culinary offerings and panoramic views of Stampede Park.
- Guests can enjoy seated service and reservations in Champions A or a more casual walk-up in Champions B.
- Live daily entertainment featuring Danny Nix, Kate Stevens, Kathelyn Lehner, and the award-winning Duelling Piano Kings.

For more information about the Experience and to view the schedule for the live entertainment, visit [here](#).

Taste of Stampede presented by Safeway

Alberta's food story takes centre stage at the 2026 Calgary Stampede with Taste of Stampede presented by Safeway, a brand-new free, family-friendly experience in the BMO Centre.

- Featuring live cooking demonstrations, culinary competitions, community cook-offs and interactive experiences, Taste of Stampede brings together some of Alberta's most celebrated chefs alongside emerging culinary talent.
- Guests can explore local ingredients, discover new culinary trends and experience the connections between Alberta agriculture, food production and the meals enjoyed daily.
- Two ticketed events, featuring celebrated Canadian pastry chef Anna Olson and mixologist Thom Hill, will add even more flavour to Taste of Stampede.

Find more information on the Taste of Stampede [here](#).

Stampede Programming Highlights

8-Bit Roundup Classic Arcade

Returning for its second year, this retro arcade experience brings classic games from the '80s, '90s and 2000s to the lower level of The Big Four Building in The Range Food Hall.

Agricultural & Western Events Competitions

Explore the following agriculture competitions and events during our 10-day festival taking place at the Nutrien Western Event Centre, Northern Lights Arena and more.

- Calgary Stampede Robot Rodeo (BMO Centre)
- Canadian National Miniature Horse Show
- Cow Horse Spectacular

- Cowboy Up Challenge
- Cutting Horse Competition
- Heavy Horse Pull
- Heavy Horse Show
- International Livestock Auctioneer Championships
- Jr. Steer Classic (incl. OH Ranch Branded Beef Youth Ambassadors)
- Reining Showcase
- Rocky Mountain Cup (Team Roping)
- Team Cattle Penning presented by Petrus Resources
- Western Elite Bred Heifer Invitational
- World Stock Dog Championships presented by Airbnb
- Youth Agriculture Speaking Championships presented by BURNCO
- International Youth Livestock Supreme Championship & Scholarships

Learn more about the Calgary Stampede Agricultural Competitions [here](#).

Agriculture Zone presented by Brandt

Experience a combination of demonstrations, hands-on experiences and interaction with animals, agriculture, western history and events at the Agriculture Zone presented by Brandt.

- Blacksmith Showcase
- Born to Buck™ presented by Holt Renfrew
- Cattle Trail
- Country Critters
- Draft Horse Town
- Horse Haven and Mini Donkey Showcase
- International Agriculture & Agri-Food
- Milky Way Dairy Display & Demonstrations
- Nutrien Ag-tivity in the City
- Sheep and Pork Showcases

For more information, visit [here](#).

Banded Peak Battle of the Bulls

Do you have what it takes? Put your rodeo skills to the test at the Battle of the Bulls presented by Banded Peak Brewing located in The Big Four Roadhouse!

Bar Nineteen Twelve

Step inside Bar Nineteen Twelve in The Big Four Building to unwind in a cocktail-forward lounge open daily with live performances.

More information and hours of operation can be found [here](#).

BMO Community Square

Visit the BMO Community Square for a welcoming atmosphere with comfortable seating and dynamic entertainment on the Community Stage.

For more information on performances and schedules, visit [here](#).

BMO Kids' Zone

The BMO Kids' Zone at the Calgary Stampede is the ultimate family destination and 2026 brings even more smiles. With exciting new acts and non-stop entertainment, the BMO Kids' Zone is where Stampede magic begins for the youngest cowboys and cowgirls!

Find the full schedule [here](#).

Calgary Stampede Rodeo

The Worlds Richest Outdoor Rodeo returns to GMC Stadium starting at 1:30pm from July 3 to 12. Competing for more than \$2.1 million in prize money, 210 athletes from Canada, the United States, Mexico and Australia will battle for a Calgary Stampede championship across seven disciplines:

- Bareback Riding – Presented by Bennett Jones
- Ladies Barrel Racing – Presented by the Calgary Herald
- Tie-Down Roping – Presented by Halliburton
- Saddle Bronc Riding – Presented by Cenovus Energy
- Steer Wrestling – Presented by Plains
- Ladies Breakaway Roping – Presented by Imperial
- Bull Riding – Presented by WestJet

[Click here](#) for the full contestant list

[Click here](#) to view daily results

Canadian Armed Forces Display

Visit the Canadian Armed Forces area on Stampede Park to meet heroes from the Canadian Army, Royal Canadian Air Force and The Royal Canadian Navy.

- See equipment up close, climb into military vehicles, try pilot simulations and connect with rank-and-file service members throughout all 10 days.

Find more information [here](#).

Dog Bowl presented by Safeway

SuperDogs return to the Dog Bowl presented by Safeway at Community Park South! This Calgary Stampede-exclusive production has the SuperDogs taking centre stage in a fast-paced celebration of sports, speed, and incredible skill.

- Debuting an all-new show: "Full Throttle," a family-friendly thrill ride that celebrates teamwork, competition, and the pure joy of dogs doing what they love at full speed.
- The 2026 cast features Calgary's most talented trainers and dogs bringing their personality and flair to the stage.

Multiple showtimes daily and access included with Park admission. Find the full schedule [here](#).

Elbow River Camp presented by Enbridge

Guests will once again be invited to explore Elbow River Camp presented by Enbridge and learn about the rich cultures of the Kainai, Piikani, Siksika, Tsuut'ina, and Stoney Nakoda First Nations of Treaty 7.

- Bannock Booth
- Hand Games Competition from 3 p.m. to 9 p.m. on July 9 and 10.
- Indigenous Vendors
- Interpretive Programs
- Tipi viewings at 1 p.m. daily, July 3-12.
- Youth Powwow at 3 p.m. on July 8.
- Opening Ceremony at 4 p.m. on July 3.

Find more information and events for the Elbow River Camp [here](#).

ENMAX Relay Races

Relay Racing is a high-adrenaline event that requires a powerful combination of teamwork, precision and horsemanship. The best Indigenous Relay Racing teams take to the track each night at the conclusion of the Rangeland Derby Chuckwagon Races. Sixteen teams show off their incredible skills, with riders mounted bareback racing the track at top speed, then leaping off to swap horses before taking off on another lap.

[Click here](#) for the full list of teams

[Click here](#) for daily results

Grandstand Show presented by Freedom Mobile

The 2026 Calgary Stampede Grandstand Show presented by Freedom Mobile dazzles for 10 nights, following the Rangeland Derby presented by Play Alberta featuring Chuckwagon Races and the fan-favourite ENMAX Relay Races.

- Headlined by Alberta's own High Valley, 10-time Covenant Award winners, two-time Canadian Country Music Association Award winners, and American Music Award and Juno Award nominees.
- Featuring The Bello Sisters (AGT 2020 finalists); Duo Soma (AGT 2025); the Gardiner Brothers (five-time World Champion Irish dancers); and the Sylla Brothers
- Ends with a new drone show set to the music of High Valley and the iconic Stampede fireworks finale.

Find more information on the Grandstand Show [here](#).

Monster Energy Compound

The adrenaline-pumping Freestyle Motocross crew is back and bigger than ever at the Monster Energy Compound. Watch as world-class riders defy gravity with insane tricks, flips, and mid-air stunts.

- Presenting: Keith Sayers, Vicki Golden, Brody Wilson, Willie Elam, and Luke Dolin.

For more information and show schedule, visit [here](#).

The Market

The Market is the heart of the BMO Centre and is the perfect indoor spot to explore culture, handmade creations, and both local and international food.

- Now organized in zones including lifestyle, homemaker, flavour, fashion, an all-Canadian maker's market presented by Michaels and more to make the experience even better.

Find more information about The Market and exhibitors [here](#).

Midway Rides, Games & Food

Explore all the Calgary Stampede Midway offers, including fan-favourite rides, outrageous new eats and unforgettable fun.

- Explore more than 60 new Midway foods, including the Cheesy Saddle Slice (aka CS Slice), Crunchy Critters Corn in a Cup, Fried Frozen Watermelon, Twister-Roni, Chicken Shawarma Mac, Dunkaroo Iced Latte, and more. Find the complete list of new foods [here](#).
- Enjoy specially sized kids' rides in The Great FUNtier including a mini-Midway where kids can try their hand at games for a change to take home a prize.
- Take your Stampede experience to new heights with the SuperWheel, with views from the mountains to Midway, and everything in between as you soar a breathtaking 150 feet through the Stampede skyline.
- North American Midway Entertainment (N.A.M.E.) debuts two new rides this year – Super Miami and The Downdraft.

For more information about the Midway and hours, visit [here](#).

The Range Food Hall

Take a break from the summer heat and hangout at The Range, located on the lower level of The Big Four Building where you can enjoy delicious food and good vibes.

For more information, visit [here](#).

Rangeland Derby Chuckwagon Races presented by Play Alberta

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. Races start nightly at 7:30 p.m.

[Click here](#) for the full list of drivers

[Click here](#) for daily results

Stage of Wonders: ON AIR!

The Stage of Wonders is back in the BMO Centre, Hall D, with a brand-new show, ON AIR! presented by Le Cirque de la Nuit, where every channel in a TV multiverse becomes a live circus experience.

- Blending circus, technology, and nostalgia, each “channel” reveals a new genre and visual world through the Big TV.

Find the full schedule [here](#).

Stampede Concert Stages

Enjoy The Greatest Musical Festival in the West at the Coca-Cola Stage, Nashville North, The Big Four Roadhouse and the Stampede Concert Series presented by Uber Eats at the Scotiabank Saddledome.

- Over the 10 days of Stampede, there are more than 100 acts set to perform across these venues.
- Featuring, A\$AP Rocky, Alanis Morissette, Alessia Cara, Bailey Zimmerman, Chris Young, Glass Tiger and more.

Find the complete Calgary Stampede music lineup and showtimes [here](#).

Stampede Lotteries

With Greater Prizes to be won, get ready to cross your fingers with the 2026 Calgary Stampede Lotteries with more than \$2.5 million to be won.

Chances to win include:

- 2026 Kinsmen Millions Prizes
- Stampede Millions 50/50
- Showband 50/50
- Rotary Dream Home

Find the full list of Calgary Stampede Lotteries prizes [here](#).

Stampede Powwow presented by TC Energy

Experience cultures, community, celebration and competition at this year's Calgary Stampede Powwow presented by TC Energy. Taking place at the Scotiabank Saddledome on July 6-7, join us for an unforgettable celebration of Indigenous culture, talent and tradition.

- Introducing a new Drum competition with eight elite drum groups competing to win the top prize.
- Featuring the best dancers and drummers from across Canada and the United States, highlighting the diversity of First Nations dancing, singing and drumming.
- Free with admission to Stampede Park

Discover more information on the Calgary Stampede Powwow [here](#).

Stampede Showband & Steps Show

The Calgary Stampede Showband's 2026 show, *Sonic Connections*, celebrates the power of music to bring people together. Performing nearly 100 times during Stampede, *Sonic Connections* will have the crowd moving together to unite, inspire and connect the community.

- Through a dynamic repertoire spanning generations, the show explores how familiar songs, shared memories and unforgettable musical moments create connections that transcend age, background and experience.
- Performances range from standstill concerts, parades, field show competitions, and almost everything else in between, including soloist or rock band performances.

Find more information about the Stampede Showband & Steps Show [here](#).

Stampede Stand-Up!

For two nights only, catch a stagecoach of Canada's funniest comedians on The Stage of Wonders, mining laughs from every corner of life!

- Included with Park admission, this 18+ event runs from starts at 7:45 p.m. on July 10 and 11. Seating is general admission, with VIP options available.

Find more information [here](#).

Strolling Entertainers

From jugglers and clowns to human statues, there's entertainment everywhere you look. Get free shows left and right with all different kinds of fun!

Surge Basketball Game

Professional basketball returns to The Greatest Outdoor Show on Earth as the Calgary Surge of the Canadian Elite Basketball League (CEBL) take on the Vancouver Bandits at the Scotiabank Saddledome on Thursday, July 9 at 6:30 p.m.

For more information on tickets and times, visit [here](#).

Western Oasis Art Show & Wine Garden

Returning to the Calgary Stampede, enjoy captivating live performances at the Window on the West Stage or relax at the Western Oasis in the BMO Centre Halls E and F.

- Unwind at the Wine Garden with a curated selection of wines, paired with a selection of artisanal Canadian cheeses, charcuterie, pasta and pizzas.
- Celebrating over 40 years of artistic excellence, don't miss out on the Art Show featuring original artwork and photography from talented artists across North America.

Find more information about the Wine Garden, Art Show, and Window of the West Stage schedule [here](#).

WestJet Skyride

Experience Stampede Park from above on a relaxing chairlift ride. Glide from one end of the grounds to the other and enjoy the sights of the midway below.

Value Days

- Sneak-a-Peek: Thursday, July 2
- Parade to Park presented by Suncor: Friday, July 3
- Tim Hortons Family Day: Sunday, July 5
- TC Energy Community Day: Tuesday, July 7
- BMO Kids' Day: Wednesday, July 8

For more information on Value Days, visit [here](#).

Value Deals

- Buck-The-Line + Rodeo OR Evening Show Bundle
- Bud & Burger Rodeo Ticket Offer
- Get 2 for \$32 with Coca-Cola's gate program only at 7Eleven.
- GMC Denali Evening Show Family Package
- Midway Twilight Pass/\$5 After 5 p.m.
- Ride All Day Pass
- Roadhouse Rush Pass + Rodeo Bundle
- Spend \$5 and Save \$10 with Coca-Cola's gate program at Your Independent Grocer and Real Canadian Superstore.
- Stampede Bucks
- Stampede Lotteries Offer
- Two Day Thrill Ticket Package
- SuperPass

For more information on tickets, admission and value deals, visit [here](#).

In The Community

Fluor Rope Square

Fluor Rope Square is back on Stephen Avenue (8 Ave SW), where the very first Stampede Breakfast took place in 1923!

- Starting Saturday, July 4, all the usual activities will be showcased at the heart of Stephen Avenue, including pancake breakfasts, old-time wagon rides, First Nations parade, and more.

For more information and the Fluor Rope Square schedule, visit [here](#).

Pancake Breakfasts

Pancake breakfasts have been a time-honoured tradition of the Calgary Stampede for over 100 years, and throughout July. Free breakfasts, entertainment and Western hospitality are shared across the city through our In-Community Pancake Breakfasts.

To find out where pancake breakfasts are being held across the city during the Calgary Stampede, visit [here](#).

Stampede Parade presented by Suncor

The Stampede Parade presented by Suncor and led by Parade Marshals Courtney Sarault and Mikaël Kingsbury, will welcome more than 300,000 guests to the streets of downtown to celebrate the official kickoff of The Greatest Outdoor Show on Earth on July 3.

Discover more information about the Calgary Stampede Parade [here](#).

Stampede Spirit in the Community

- Royalty will attend nearly 130 events during Stampede 2026.
- The Stampede Showband completes nearly 100 performances during the 10 days of Stampede.

- The Caravan Committee will host 19 in-Community breakfasts during Stampede, flipping a projected 62,000 pancakes.
- Harry the Horse will make approximately 105 appearances during Stampede 2026.

Elbow River Camp Etiquette

REMINDER: Elbow River Camp Access

All requests to conduct media interviews in Elbow River Camp must be sent to media.relations@calgarystampede.com AT LEAST 24 hours in advance. All requests will be forwarded to, and managed by Vanessa Stiffarm, Elbow River Camp Coordinator.

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.

Dress Code

- Wear skirts (mid-calf or longer) or pants
- Avoid wearing tank tops or low-cut tops
- Do not wear clothing with offensive writing

Event Protocols

Media visiting Elbow River Camp are asked to follow cultural protocols to ensure a respectful experience. Please remove your hat and stand quietly during any prayers or ceremonial moments. If you wish to enter a tipi, look for the sign above the entrance—only those marked "OPEN" can be entered. Some tipis may also request no photography. When in doubt, ask the tipi holder or host for guidance. Your respect and mindfulness help honour the traditions and customs of 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.

Terminology

First Nations of Treaty 7

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 Blackfoot Confederacy (Siksika, Piikani, Kainai), Tsuut'ina, and Îyâxe Nakoda (Bears paw, Chiniki, Goodstoney) First Nations.

First Nations of Treaty 7 pronunciations:

- Siksika (sick-sick-ah)
- Piikani (pea-con-knee)
- Kainai (K'eye-nigh)
- Tsuut'ina (Sue-tin-ah)
- Îyâxe (ee-yar-hey) Nakoda
 - o Bears paw (Bears-Paw)
 - o Chiniki (Chin-ik-e)
 - o Goodstoney (Good-Stone-Y)

First Nations people

First Nations is the term should be used to refer to people who are from First Nations across Canada. This does not include Métis or Inuit people. If the specific nation is known, please reference it instead.

Note: The words First Nations are always capitalized.

Indigenous

Indigenous is the term used to represent First Nations, Inuit and Métis, although specificity is always preferred. If a story is about a single Indigenous group, use that group's name (First Nations, Inuit or Métis) rather than Indigenous. Ask subjects for their preference; the more detail, the better.

Indigenous participants compete at Relay and Powwow events.

Note: The words Indigenous Peoples and Indigenous are always capitalized.

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.

Correct: tipi/tipis

Incorrect: teepee/teepees

Cultural Resources

For more information and a deeper understanding of the history and cultures of the Treaty 7 Nations and [Elbow River Camp](#):

Blackfoot:

- [Blackfoot Crossing Historical Park](#)
- [Head Smashed In Buffalo Jump](#)

Tsuut'ina:

- [Tsuut'ina Nation Culture Museum](#)

Îyâxe Nakoda:

- [Stoney Nakoda Resort Museum](#)

Who We Are

Elected Officers



Joel Cowley, Chief Executive Officer

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.

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.



Stuart O'Connor, President & Chair of the Board

Stuart O'Connor is a businessman, entrepreneur, ranch-hand, lawyer and engineer who is also active in the community. He currently is the chair and co-founder of Arcurve Inc., a technology services company, and sits on several private, public and not-for-profit boards of directors.



Cherie Copithorne-Barnes, First Vice-Chair

Cherie is a fourth-generation rancher with a passion for driving innovation as it pertains to how people perceive agriculture. She is a respected agricultural leader, having sat on numerous boards where principle, integrity and strong strategic management are key. Living by these principles plus her love of volunteering, Cherie was awarded with the Queen Elizabeth II's Platinum Jubilee Medal in 2022.



David Farran, Second Vice-Chair

David is a proven entrepreneur with experience in local, national and international success stories such as Associate Veterinary Clinics (AVC/VCA), Eau Claire Distillery, Big Rock Brewery, Pipestone Travel and others. A fourth generation Albertan, with farm and ranch roots, he is a strong advocate for agriculture. Leading AVC, one of Canada's 50 Best Managed Companies, David's strategic business acumen brings experience in marketing, organizational behaviour, change management and finance. David has an MBA and BA, Economics from the University of Calgary. He is a keen horse owner, proud Albertan and father of two.

For the full list of Calgary Stampede Board of Directors and Executive Management, visit [here](#).

Calgary Stampede Royalty

The Calgary Stampede Royalty consists of the First Nations Princess and Stampede Princess. Each year the reigning Royals attend hundreds of community and Stampede events as ambassadors of the Calgary Stampede, sharing and celebrating the Stampede's western heritage, cultures and community spirit locally and around the world.

2026 Calgary Stampede First Nations Princess



Raegan First Rider

Raegan is a 20-year-old Jingle Dress dancer from Kainai Nation whose Blackfoot name, is Isspiitaapoyi, meaning “Stands Tall.” She loves working with young children and has hopes of becoming an elementary teacher. As the Calgary Stampede First Nations Princess, Raegan proudly represents the Stampede and her Kainai community while empowering youth, sharing her culture through dance and serving as a dedicated ambassador and role model.

2026 Calgary Stampede Princess



Sarah O'Brien

Sarah grew up in Calgary where her love of horses and community first began. She earned a Bachelor of Science in Biology from Mount Royal University and has a lifelong passion for working with animals. Sarah has a diverse riding background that includes showing horses, trail riding in the mountains, and performing with the Calgary Stampede Showriders. Sarah is honoured to represent an organization that has shaped her so much already, and to carry forward the Stampede's legacy with pride, professionalism, and heart.

Volunteers

The Calgary Stampede is a volunteer-supported, not-for-profit community organisation that celebrates Western heritage, cultures, and community spirit. While renowned for its 10-day July festival, Stampede Park remains active year-round, hosting hundreds of third-party events at BMO Centre, engaging in community activities across Calgary, hosting agricultural and Western-themed events, and supporting youth performing arts and education through its Foundation, with over 3,000 volunteers helping make this possible. Volunteer opportunities are flexible, including working with specific Committees or on individual events. Becoming a volunteer means joining a family of passionate, team-oriented individuals committed to the community.

Belonging Statement

The Calgary Stampede is a world-class, year-round gathering place that welcomes guests from Calgary, southern Alberta, and around the world. Building on a proud history, we are committed to strengthening our role as a purpose-driven, trusted organization reflective of diverse communities. The Stampede is dedicated to creating a safe, fair, and equitable environment, delivering inclusive and welcoming programs, and ongoing engagement with communities as we align and celebrate different perspectives and our western heritage and cultures.

2025 Annual Report to the Community

2025 was a standout year for Stampede, marked by strong attendance at our 10-day festival, a diverse lineup of events and experiences, and continued growth across Stampede Park, welcoming visitors from near and far to Stampede Park for many years to come.

To review our 2025 Annual Report to the Community, visit [here](#).

2025-2029 Strategic Plan

The success of the 2020–2025 Strategic Plan and fruition of the 20-year Master Plan mark a milestone in the Calgary Stampede's history that now finds the organization on the precipice of a big evolution. As we continue our journey forward, the 2025–2029 Strategic Plan outlines the Stampede's journey as we focus on showcasing why the Calgary Stampede is the greatest place to be a part of.

View the digital Strategic Plan flipbook [here](#).

20-Year Master Plan

Building on the significant development on Stampede Park over the past six years, the Calgary Stampede partnered with Calgary Municipal Land Corporation to update the Calgary Stampede Master Plan (2004). Anchored by seven distinct zones focused on community, culture and entertainment, the Master Plan outlines a bold vision to continue evolving The Greatest Outdoor Show on Earth, expanding Stampede Park into a year-round destination and supporting the growth of Calgary's Culture + Entertainment District.

For more information about the Calgary Stampede Master Plan, visit [here](#).

Sponsors & Partners

Champion Sponsors



Stockmen's Club Sponsors



For more information on the Calgary Stampede Sponsors & Partners, visit [here](#).