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April 10, 2009

Photograph by Ellensburg's Molly Morrow Featured in Greeley Stampede Marketing Campaign

GREELEY, Colorado – The Greeley Stampede has selected an image by Pro Rodeo Cowboys Association (PRCA) photographer Molly Morrow to use throughout its 2009 marketing campaign. The photograph, which captures champion steer wrestler Stockton Graves competing at the 2008 Greeley Stampede, will be featured on the event's posters, program, brochure, print advertisements, the cover of the Greeley phone book, and online marketing materials.

"The Greeley Stampede is proud to partner with such an exceptional photographer like Molly Morrow," said Justin Watada, Director of Marketing for the Greeley Stampede. "Her photos are top notch and she always captures the great western spirit of rodeo. This year's photo of Stockton Graves was a perfect match for our annual marketing brand, Enjoy the Ride. It captures the athleticism of the steer and the cowboy. We look forward to having Molly back at the Stampede this summer."

One of the 10 largest rodeos in America, the Greeley Stampede festival spans two weekends and features PRCA rodeos, bull riding, Longhorn cattle drives, kids rodeos, country and classic rock concerts, a demolition derby and 4th of July parade, among other events. Many of the country's top cowboys and cowgirls compete in Greeley before traveling north to Ellensburg for Labor Day Weekend.

"The Greeley Stampede attracts tough contestants and offers them a wide-open arena to give their best performances; there are always great runs and rides to photograph," Morrow said. "The

event has such a strong and a rich Western heritage – it's a privilege to have my work chosen to represent the 2009 Stampede.”

About Molly Morrow

As an accredited Pro Rodeo Cowboys Association (PRCA) photographer, Morrow has photographed rodeos including the Wrangler National Finals Rodeo, Greeley Stampede, Pendleton Round-Up, Cheyenne Frontier Days and the Ellensburg Rodeo. Her photographs of rodeo performances and Western life have been most recently published in the spring 2009 edition of *The Ketchpen*, a periodical of the National Cowboy & Western Heritage Museum and its Rodeo Historical Society; March 2009, *Western Horseman* magazine; and *Northwest Artists: A Collection of Works by Notable Northwest Artists* (Northwest Artists Publishing). She is known locally for her work as the official photographer of the Ellensburg Rodeo Royal Court, and the Ellensburg Rodeo Top Hands' commemorative prints and bronze statues are based on Morrow's images. For more information, visit Morrow's Web site at www.mollymorrow.com.

About the Greeley Stampede

The Greeley Stampede, located in Greeley, Colorado, is rich in tradition and heritage dating back to the late 1800's. This community celebration, that began to honor local potato farmers, has since grown into an internationally acclaimed festival attracting hundreds of thousands of people annually from all parts of the United States and several foreign countries.

Visit the "World's Largest 4th of July Rodeo & Western Celebration" this summer during the 87th annual Greeley Stampede, June 25-July 5, 2009. For more information visit the Stampede Web site at www.GreeleyStampede.org online or call 1-800-982-BULL (2855).

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