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American Royal to Celebrate its 125th Anniversary in 2024

The historic Kansas City organization will honor its legacy with memorable partnerships and events

KANSAS CITY, Mo (April 17, 2024) – The [American Royal Association](#) is celebrating its prominent 125-year legacy of food and agriculture events, and educational programs in 2024. As a destination for thousands each year, the American Royal has grown from the National Hereford Show, an exposition and sale of purebred cattle that began in 1899 to a robust organization hosting multiple events and programs year-round, and offering scholarship, education and competition opportunities for youth and adults worldwide.

Annually, the American Royal hosts the world's largest barbecue competition, the World Series of Barbecue®, a PRCA-sanctioned rodeo, multispecies national livestock shows, multiple equine exhibitions and other education-focused events and programs. Its mission is to be the nation's leader for food and agriculture education, events and engagement.

"Few organizations stand the test of time and continue to grow for 125 years and counting," said Ken Wagner, American Royal board of directors chairman. "The American Royal continues its steeped tradition as a Kansas City institution, and its mission ensures that it will continue to flourish with an even greater impact on celebrating food and agriculture."

The American Royal is sharing and honoring its 125-year heritage through meaningful partnerships and events with other Kansas City-based vendors, including the Boulevard Brewing Company, Charlie Hustle, The Coterie Theater, Hyer Boots, J. Rieger & Co., Sav-Art, Sierra Winter Jewelry and Sporting Kansas City.

- [Boulevard Brewing Company](#) will re-release its 80-acre brew as a commemorative beer branded for the American Royal's 125th anniversary later in 2024.
- [Charlie Hustle](#) is creating a commemorative T-shirt, honoring the American Royal's 125th anniversary. They will be available for purchase at American Royal events and at [americanroyal.com](#).
- [The Coterie Theater](#) is partnering with the American Royal to commission a play entitled *Horse Power: Tom Bass' American Story*. The performance will honor the life of Tom Bass, a freed slave and prominent American Royal equine trainer from the early 1900s. Forty performances of the historical play will take place in September and October.
- [Hyer Boots](#), owner of the original cowboy boot patent, has developed a commemorative cowboy boot to celebrate the Western culture of the American Royal. Boots will be available for purchase online and at select American Royal events in 2024.

- [J. Reiger & Co.](#) shares an original home with the American Royal in the West Bottoms of Kansas City. The historic whiskey company is producing two commemorative whiskeys, which will be sold in conjunction with select American Royal events in 2024.
- Mike Savage, of [Sav-Art](#), has developed a collection of signature commemorative prints honoring the American Royal's legacy. Prints are available for purchase at sav-art.com/americanroyalposters/.
- [Sierra Winter Jewelry](#) is developing a necklace to honor the American Royal's legacy, which is now available on their website.
- [Sporting Kansas City](#) will host an American Royal theme night at its July 20 match against St. Louis CITY SC.

In October, the American Royal will bring back its original Business Luncheon for local business leaders. The long-lost tradition connecting business and community leaders was originally held in conjunction with the National FFA Convention.

“Since its beginning, the American Royal has been gathering people together to engage with and celebrate agriculture,” said Lindsey Patterson-Smith, American Royal board of directors vice chairman and anniversary committee chair. “The events and engagement planned to celebrate our 125-year legacy provide us with an opportunity to reiterate the American Royal as an important asset for the Kansas City and agricultural communities. This anniversary marks only our first 125 years; while recognition of our past is important, the future is just as bright for the American Royal.”

Additional events and opportunities for American Royal fans, event attendees and Kansas City community members to celebrate the American Royals' legacy are being planned for 2024, including public activations around the city, a Kansas City Museum display and a Guinness Book of World Records event. More details on events and partnerships to honor the anniversary will be available on americanroyal.com.

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About the American Royal Association

A Kansas City tradition since 1899, the American Royal is a 501(c)(3) not-for-profit organization whose mission is to be the nation's leader for food and agriculture education, events, and engagement. The American Royal provides opportunities for youth and adults from around the world to engage in high-quality events and experiences, including nationally competitive livestock shows, the world's largest barbecue competition, regional and national equine shows, youth and professional rodeos, and elementary and secondary education outreach. Support from partners, members, and volunteers help the American Royal achieve its vision of a world where food and agriculture are celebrated, and all generations are committed to its future.

Contact:

Julie Warner
AdFarm
2101 Broadway Blvd
Kansas City, MO 64108
julie.warner@adfarm.com