

# NewsyBITS

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**Organization:** The Calgary Stampede

**Headline:** SHARING STAMPEDE'S STORY OF GRIT & GLORY ALL YEAR-ROUND: SAM CENTRE IS OPENING THIS MAY

**News Content:** Feel the thrill of the Chuckwagon Races, hear the music of the Midway and put yourself in the middle of Stampede's greatest stories at Sam Centre! Dedicated to making The Greatest Outdoor Show on Earth a year-round experience, Sam Centre will bring history to life through immersive exhibits, captivating showcases, compelling storytelling and interactive experiences.

A year-round cultural experience, the Sam Centre will connect visitors to Calgary's Stampede stories. Immersive and interactive exhibits will reveal the peoples, stories, and artifacts of The Greatest Outdoor Show on Earth. Through pancakes, posters, parades, and so much more, the Calgary Stampede has been a catalyst for bringing the community together since 1912.

Sam takes an intimate look at this rich history, using innovative technology to create exhibitions and programs that celebrate community heritage. The Scown Gallery pulls back the curtain on the generations of peoples who have brought the Stampede to life; the Ross Glen Gallery is a rotating gallery for ever-changing exhibits with a unique community-partner perspective; and the Stampede Experience is a one-of-a-kind multi-media production where visitors have a front row seat to all the Stampede action. Complementing the Sam experience will be the most unique café, bakehouse and market in southern Alberta – ready to surprise and delight your taste buds.

**Web link and contact information:**

<https://samcentre.calgarystampede.com/travel-trade-info>

[samtickets@calgarystampede.com](mailto:samtickets@calgarystampede.com)

**Logo and Photo:**

