



*It's beginning to look a lot like ...  
Wrangler NFR Cowboy Christmas at Las Vegas Convention Center*

# COWBOY CHRISTMAS, A TRUE WESTERN LIFESTYLE EXPERIENCE

## NEW SIZZLE INCLUDES ROCKY MOUNTAIN ELK FOUNDATION HUNTER AND OUTDOOR CHRISTMAS EXPO

*By Brian Hurlburt*

**C**owboy Christmas, the original Wrangler National Finals Rodeo gift show held during the Wrangler National Finals Rodeo, is a certified phenomenon. More than 200,000 fans of the cowboy lifestyle visited this event in 2014, and that attendance figure will surely be shattered this winter in Las Vegas, the home of the Wrangler NFR for three decades.

Several new Cowboy Christmas elements will debut, most notably the Rocky Mountain Elk Foundation Hunter and Outdoor Christmas Expo, located with Cowboy Christmas in the events' new location in the South Halls of the Las Vegas Convention Center. The RMEF Show will be open for all 10 days of Cowboy Christmas. RMEF organizers believe it will become the largest and most successful hunting and outdoor-related expo in the United States.

As for the Cowboy Christmas, more than 400,000 square feet of show floor will be covered with the wares of 400 plus vendors from across the United States. They will showcase a unique variety of products including customized jewelry, western wear, boots and spurs, furniture, original art, handmade crafts and pottery. Cowboy Christmas

is also the top spot in Vegas to get your official Wrangler NFR and PRCA merchandise.

Another new show element will be double the shuttle service from Wrangler NFR-partner resorts to Cowboy Christmas. The Cowboy Christmas Express presented by YETI Coolers starts daily at 8:30 a.m. and continues to 4:30 p.m. each day of the event. Shuttles are available from Aria, Excalibur, Golden Nugget, The Mirage, Monte Carlo, The Orleans, South Point and Treasure Island.

Dedicated Cowboy Christmas fans will have reason to celebrate, as some of the most popular elements of the show are coming back, and will be bigger than ever. Returning are Rodeo Live presented by RODEOHOUSTON, the Coors Rodeo Saloon, Lucas Oil Rodeo Way committee exhibits, Wrangler Rodeo Arena, NFR Social Arena presented by YETI Coolers, Great Wall of Rodeo presented by Calgary Stampede and several other favorites.

Cowboy Christmas is open Dec. 3-12 from 9 a.m. to 5 p.m. For more info, visit [nfrexperience.com](http://nfrexperience.com).



*Boots, boots and more boots are always a part of Cowboy Christmas*



*There will be 400,000 square feet of vendors, interactive events, food, drink and much more.*

