



## Cowboy Day Shaping Up

In just a few short weeks, Western retailers will have a golden opportunity to celebrate—and boost gross receipts—as the nation recognizes National Day of the American Cowboy.

This year's commemoration falls on July 28. Communities from coast to coast are planning celebrations, including Lampe, Mo.; Waxahachie, Texas; Madison Township, Penn.; Okeechobee, Fla. and Corinth, Maine, among others.

Efforts to honor the American Cowboy are expected to be undertaken in several foreign countries, as well.

A complete list of the celebrations, along with information on how retailers can produce a National Day of the Cowboy event can be found at [www.cowboyday.com](http://www.cowboyday.com).

This is the third year for the event, which was created by American Cowboy Magazine and its former owners Bill and Sandy Bales. The magazine has continued to lend support to the cause under its new ownership and management. Efforts to make the celebration a permanent part of American calendars are under way. ☐

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