



2024 Pikes Peak or Bust Parade

Media Release

Timeline

- Currently
 - Working to name the Grand Marshal and Honored Special Guest
 - Developing “Street Sweeper Dress-up Review” with local media companies and city street sweepers
 - Developing “City Stickers Cup” Stick Horse Race between city officials
 - Working with Kyle Park to create auction item for “Tail End Charlie” entry to replace auction of Grand Marshal Entry
 - Designing traditional and online marketing campaigns
 - Both organic and paid
- Day of Timeline
 - 8:45 Reviewing Stands open
 - 9:00 AM Lil’ Cowpokes Stick Horse Races Begin
 - 10:00 AM Parade starts (estimated 1’ 15” run time)

Links

- Main Facebook Page: <https://www.facebook.com/PikesPeakorBustParade>
- Events
 - 2024 Pikes Peak or Bust Parade <https://fb.me/e/5bYzX8iS3>
 - Lil’ Cowpokes Stick Horse Races <https://fb.me/e/1pLx7Lb8t>
 - Reviewing Stands <https://fb.me/e/1JdtfdilW>
- Registration forms
 - Parade Entry:
<https://www.cognitofrms.com/ODonnellODonnellLLP/PikesPeakOrBustParadeEntryApplication>
 - Lil’ Cowpokes Stick Horse Races:
<https://www.cognitofrms.com/ODonnellODonnellLLP/PikesPeakOrBustParadeEntryApplication>
 - Reviewing Stands:
<https://www.cognitofrms.com/ODonnellODonnellLLP/LilCowpokesStickHorseRaceRegistration>

****FOR IMMEDIATE RELEASE****

Saddle Up and Ride Back to Tradition: The 81st Annual Pikes Peak or Bust Parade Celebrates “Bronco Days” in Downtown Colorado Springs!

Colorado Springs, CO– The dust is settling and the excitement is mounting as the 81st annual **Pikes Peak or Bust Parade** gears up to bring a taste of the Old West back to the heart of Colorado Springs. Scheduled for Saturday, July 6, 2024, at 10 AM, this grand event will see Tejon Street transform into a vibrant display of Western tradition as the Parade moseys south from St. Vrain to Vermijo.

This year, the parade celebrates the theme “Bronco Days,” honoring the rugged and spirited broncos that embody the wild heart of the West. We invite all ye cowboys, cowgirls, and pioneers of spirit to don your finest cowboy hats, plaid shirts, sturdy jeans, and boots, and join us for a journey back in time, where the legacy of the Old West comes alive amidst the modern streets of our city.

Event Details

Date: Saturday July 6, 2024

Time: 10:00 AM

Location: On Tejon from St. Vrain to Vermijo

Additional Information: This event is free to the public. There will be a Reviewing Stand located at Tejon and Pikes Peak, on the West side of the intersection. Tickets are available [\[here\]](#)

([https://www.cognitofirms.com/ODonnellODonnellLLP/PikesPeakOrBustParadeReviewingStand Tickets](https://www.cognitofirms.com/ODonnellODonnellLLP/PikesPeakOrBustParadeReviewingStandTickets))

About the Pikes Peak or Bust Parade

The Pikes Peak or Bust Parade, formerly known as the Pikes Peak or Bust Rodeo Parade, boasts a rich history deeply intertwined with the rugged spirit of the American West. Originating in the late 1930s, during the height of the Great Depression, the parade initially served as a vibrant celebration of resilience and determination amidst economic hardship. Over the decades, it evolved into a beloved tradition, symbolizing the enduring pioneer spirit of Colorado Springs and the surrounding region. Renowned for its colorful displays of horsemanship, rodeo prowess, and community camaraderie, the parade became a hallmark event, drawing visitors from far and wide to witness its spectacle. Today, the Pikes Peak or Bust Parade stands as a

cherished annual tradition, honoring the legacy of the West while continuing to captivate audiences with its timeless charm and boundless enthusiasm.

Participate in the Parade:

Are you looking to be more than a spectator at this historic event? Gather your group, deck out your float, and throw your hat into the ring to be part of the parade! All entries must embrace the Western theme, specifically this year's "Bronco Days" celebration, with appropriate decorations that hark back to our Western roots. Entries are reviewed and accepted by the Committee based on adherence to the parade's criteria, rules, and regulations. Please note, space is limited and entries must comply with all safety protocols, including document and insurance requirements.

Important Details for Entrants:

- Deadline for Entries: June 25, 2024
- Entry Requirements: Must follow all rules of decorum, participate in the theme, and meet safety and documentation standards.
- Decoration Mandate: Entries without Western-themed decorations will be denied.

To apply for participation in the parade, please fill out the entry form available at [\[Pikes Peak or Bust Parade Entry Application\]](#)

(<https://www.cognitoforms.com/ODonnellODonnellLLP/PikesPeakOrBustParadeEntryApplication>).

The Pikes Peak or Bust Parade is not just a celebration; it's a testament to the enduring spirit and heritage of the American West. Join us as we pay homage to our roots and create memories that will last a lifetime.

FOR IMMEDIATE RELEASE

Saddle Up for the Lil' Cowpokes Stick Horse Races

Colorado Springs, CO – Get ready for a gallop of fun at the Lil' Cowpokes Stick Horse Races! This charming event is galloping your way on Saturday, July 6th, starting at 9 AM. The races will be held at Tejon and Pikes Peak, right in front of the Reviewing Stands, kicking off the excitement before the 81st annual Pikes Peak or Bust Parade.**

Children aged 3 to 8 are invited to participate in this delightful race, where the thrill of the rodeo meets youthful exuberance, all in a pint-sized package. Registration is open now, with an early bird special of \$15 per child if registered in advance, and \$20 on race day. Participants can bring their own stick horse or ride one provided by the organizers, courtesy of the Pikes Peak or Bust Parade.

Event Details:

- **Date:** Saturday, July 6, 2023
- **Time:** 9:00 AM
- **Location:** Tejon and Pikes Peak, in front of the Reviewing Stands
- **Registration:** \$15 advance, \$20 on race day. Click [[here](https://www.cognitoforms.com/ODonnellODonnellLLP/LiCowpokesStickHorseRaceRegistration)] to register.
(<https://www.cognitoforms.com/ODonnellODonnellLLP/LiCowpokesStickHorseRaceRegistration>)

Race Rules:

1. Age Groups: Participants will be divided into three age groups:
 - 3 to 4 years old
 - 5 to 6 years old
 - 7 to 8 years old
2. Accompaniment: A parent or guardian must be present at check-in and during the race.
3. Attire: All participants are encouraged to dress in “western wear” – jeans, plaid shirts, cowboy hats, boots, and bandanas to add to the festive atmosphere.
4. Conduct: Participants must ride the provided stick horses and remain mounted throughout the race.
5. Supervision: Children cannot be left unattended at any time during the event.

Awards:

The first-place winner in each age and gender category will be awarded an official ribbon, celebrating their speedy skills. All participants will receive special keepsakes to commemorate their participation in this unique event.

After the races, don't miss the excitement of the 81st Pikes Peak or Bust Parade, a spectacular event celebrating the rich heritage of the West.

Bring your little cowboys and cowgirls for a day filled with fun, laughter, and community spirit. Let's keep the Western tradition alive for our youngest pioneers!

Media Contact:

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Pikes Peak or Bust Parade Committee

End of Release

****This event is brought to you by the Pikes Peak or Bust Parade organizers, dedicated to providing family-friendly entertainment and celebrating the spirit of the West. We look forward to seeing you there!****