CALGARY STAMPEDE STYLE GUIDE

Calgary Stampede

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1. WHY DO WE HAVE A STYLE GUIDE?

Writing is a fundamental aspect of communicating the Calgary Stampede brand.

This style guide outlines the writing style of the Calgary Stampede. It provides a consistent approach for everything we write – whether it's an event program, volunteer or employee notice, website copy, marketing material, speech, etc.

Please refer to this guide for the correct forms of department names, committees, events, buildings, dates, times, etc.

Aside from a few exceptions, the Stampede follows the Canadian Press (CP) Stylebook, the CP Caps and Spelling handbook and the Oxford English Dictionary. Canadian spelling is always used (e.g. honour, *not* honor).

For marketing purposes, some style guide rules can be altered or modified depending on the size and intended audience of the piece.

This document is meant to be a living document that will be updated as the Calgary Stampede continues to grow and evolve. If you have questions or suggested updates, please send an email to ccommunications@calgarystampede.com.

2. THE CALGARY STAMPEDE NAME

The Calgary Stampede name is a key piece of our brand identity. Follow capitalization and references as noted in this section.

a. The Calgary Stampede

How to refer to the Calgary Stampede:

- **In first reference:** the Calgary Stampede
- **In subsequent references:** the Stampede

✓ **EXAMPLE OF CORRECT USE:** Each year, millions of people visit the Calgary Stampede. The Stampede is one of the most respected volunteer organizations in the world.

☒ **AVOID these references when communicating externally:**

- **CS** *(this is a casual reference to be used internally only)*
- **Calgary Exhibition & Stampede (CES)** *(see section 2c)*

b. Not-for-profit organization

The Calgary Stampede is a **not-for-profit organization,** which means all revenue is reinvested back into Stampede facilities and programs.

☒ **DO NOT refer to the Stampede using these terms:**

- Non-profit organization
- Charity, or charitable organization

c. Calgary Exhibition and Stampede Limited

The Calgary Exhibition and Stampede Limited (CES) is the corporate name and should only be used in legal documents such as contracts, invoices and annual reports.

3. BRAND PLATFORM

The Calgary Stampede brand platform should be followed as shown below.

a. We're Greatest Together

Our overarching brand is We're Greatest Together. The concept can be used specifically or broadly depending on context.

> **Broad example:** Our commitment to community spirit exemplifies the belief that We're Greatest Together.
>
> **Specific example:** Thank you. Every visit to the Calgary Stampede helps build Calgary's world-class, year-round gathering place for the community. We're Greatest Together.

➢ ***Note:*** We're Greatest Together as a specific reference is always capitalized.

The brand platform can also be used with collective verbs such as gather, join or come together.

> **Example:** Let's dance together at Fluor Rope Square.

b. Vision

The Calgary Stampede is a world-class, year-round gathering place for the community.

c. Purpose

The Calgary Stampede shares Western hospitality and community spirit by celebrating the people, animals, land and traditions that make up the unique sprit of the West.

d. Values

Our core values are at the root of our brand:

- Western hospitality
- Integrity
- Pride of place
- Commitment to the community

4. CALGARY STAMPEDE & INDIGENOUS RELATIONS

Indigenous relations at the CS has been rooted in our partnership with the Tipi Holders from Treaty 7 Nations and continues to grow into additional programming.

a. First Nations

The term First Nations should be used to refer to people who are from First Nations across Canada. At Stampede, all Tipi Holders involved in Elbow River Camp are First Nations from the Blackfoot Confederacy (Siksika, Piikani, Kainai), Tsuut'ina, and Îyâxe Nakoda (Bearspaw, Chiniki, Goodstoney) First Nations. This does not include Métis or Inuit people. If the specific nation is known, please reference it instead.

b. Indigenous

Refers to a term for First Nations, Métis and Inuit peoples, collectively. Always capitalize the "I" in Indigenous. For Relay and Powwow events, teams and competitors are all Indigenous which includes First Nations, Métis and Inuit peoples.

c. Elbow River Camp presented by Enbridge

Since 1912, the Calgary Stampede has held a close partnership with Tipi Holding Families from the Blackfoot Confederacy (Siksika, Piikani, Kainai), Tsuut'ina, and Îyâxe Nakoda (Bearspaw, Chiniki, Goodstoney) First Nations. During our annual celebration in July, ENMAX Park turns into Elbow River Camp presented by Enbridge. In this space, guests are invited to experience the cultures of the Siksika Kainai, Piikani, Tsuut'ina and Îyâxe Nakoda (Bearspaw, Chiniki, Goodstoney) First Nations. Here you will find 26 tipis to visit, local artisans selling jewellery and art, bannock and saskatoon berry jam, traditional dancing and much more.

How to refer to Elbow River Camp:

- **In first reference:** Elbow River Camp presented by Enbridge
- **In subsequent references:** Elbow River Camp

d. Treaty 7

Treaty 7 is an agreement signed in 1877 between the Crown (the Canadian government) and several First Nations in southern Alberta, primarily the Blackfoot Confederacy. Treaty 7 is a historically significant document that has a profound impact on the lives of First Nations people in southern Alberta. It continues to be a subject of ongoing discussion and negotiation between the Crown and Treaty 7 First Nations.

Use the number 7; never spell out the number (seven).

e. First Nations of Treaty 7

First Nations is always capitalized. Use the number 7; never spell out the number (seven).

Acceptable terms:

- First Nations people of Treaty 7
- Southern Alberta First Nations (when talking about individuals from the nations)
- My friend is a member of the Siksika Nation
- First Nations peoples
- First Nations members of Treaty 7
    - *Subsequent references:* First Nations

Unacceptable terms:

- Five tribes of Treaty 7
- Aboriginal peoples
- Native peoples
- Representatives of the Five Nations of Treaty 7
- Our First Nations people or Canada's First Nations people

f. Members of the First Nations of Treaty 7

The nations of Treaty 7 are the Kainai, Siksika, Piikani, Tsuut'ina, and Îyâxe Nakoda (Bearspaw, Chiniki, Goodstoney).

> **Example:** The Stampede has a longstanding partnership with Tipi Holding Families from the Kainai, Siksika, Piikani, Tsuut'ina, and Îyâxe Nakoda (Bearspaw, Chiniki, Goodstoney) Nations. Each year, the Tipi Holding Families gather and activate Elbow River Camp presented by Enbridge.

➢ ***Note:*** 'members' is not capitalized when used in mid-sentence.

g. First Nations of Treaty 7 pronunciations

- Siksika (sick-sick-ah)
- Piikani (pea-con-knee)
- Kainai (K'eye-nigh)
- Tsuut'ina (Sue-tin-ah)
- Îyâxe (ee-yar-hey) Nakoda
    - Bearspaw (Bears-Paw)
    - Chiniki (Chin-ik-e)
    - Goodstoney (Good-Stone-Y)

h. Powwow

Powwow is always capitalized, even mid-sentence.

Example: There are many Powwows throughout Stampede.

i. Tipi

During Stampede, there are many tipis setup in Elbow River Camp. The tipis are held by Tipi Holders and their families. The tipis in Elbow River Camp have been passed down from generation to generation from the First Nations Tipi Holders who set up their tipis at the first Stampede in 1912. They are a part of Stampede's longstanding relationship with the First Nations community.

Correct: tipi/tipis

Incorrect: teepee/teepees

5. LAND ACKNOWLEDGEMENT

The Calgary Stampede is situated on the traditional territories of the Blackfoot Confederacy (Siksika, Piikani, Kainai), Tsuut'ina, and Îyâxe Nakoda (Bearspaw, Chiniki, Goodstoney) First Nations. Calgary is also Métis Nation of Alberta Districts 5 and 6. These lands have always been a gathering place, and we are proud to continue that tradition.

6. BELONGING STATEMENT

You Belong at the Calgary Stampede

The Calgary Stampede is a world-class, year-round gathering place that welcomes guests from Calgary, southern Alberta and around the world. Building on a proud history, we are committed to strengthening our role as a purpose-driven, trusted organization reflective of diverse communities. The Stampede is dedicated to creating a safe, fair and equitable environment, delivering inclusive and welcoming programs, and ongoing engagement with communities as we align and celebrate different perspectives and our Western heritage and cultures.

7. STAMPEDE DEPARTMENTS AND COMMITTEES

Departments generally do not require the use of the word department. If the writing requires the clarification of department, capitalize the name of the department but not the word department. Use the ampersand and not the word 'and' in department names.

a. Stampede departments

- Agriculture & Western Events
- BMO Centre Business Development
- Foundation – Sam Centre
- Foundation – Youth Education Programs

- Business Services
- Communications
- Employee Services
- Event Operations
- Finance
- Food & Beverage
- Foundation – Indigenous Engagement
- Foundation – Performing Arts
- Foundation – Philanthropy & Community
- Marketing
- Park & Facility Services
- Park Development & Major Projects
- Public Safety & Environment
- Sponsorship
- Stampede Programming
- Ticketing, Premium Seating & Tourism
- Volunteer Services

b. Stampede committees

The Calgary Stampede has 3,000 plus volunteers and various strategic board committees. Capitalize the name of the committee, including the word 'Committee' in reference to a specific committee. When used in general reference to committees, such as referring to multiple committees as a collective, do not capitalize the word committee. Use an ampersand (&) and not the word 'and' in committee names.

Example: The Queens' Alumni Committee hosts many Giddy Up events throughout the year.

Example: Together, all Stampede committees make a big impact on our community.

c. Strategic Board Committees

- Audit & Finance Committee
- Governance & People Committee
- Pension Committee
- Strategy Committee

d. Board subcommittees

- Nominating Committee (NC)

e. Volunteer committees

For large committees with subcommittee groups, the word subcommittee is always one word.

- Agriculture & Western Events Media
- Agri-Food
- Art Show
- Caravan
- Lotteries
- Parade
- Promotion
- Public Art

- Charity Casino
- Chuckwagon
- Community Projects & Development
- Concessions & Exhibits
- Corporate Relations
- Courtesy Car
- Downtown Attractions
- First Nations Events
- Guest Bands
- Health, Safety & Environment Support
- Historical
- Horse Show
- Information Technology Support
- Livestock Competition
- Queens' Alumni
- Reception
- Rodeo
- Royalty
- Sam Centre Volunteer Program
- Stampede Park Breakfast Events
- Volunteer Recruitment
- Western Agriculture Heritage
- Western Performance Horse
- Wine Competition
- Wine & Food Tasting Event
- Youth Initiatives
- Youth Performance

8. TITLES, CAPITALIZATION AND USE

Titles are used to identify the Board of Directors, Volunteer Leaders and Employees. Follow the guidelines below.

a. Title capitalization

Titles and departments are always capitalized. When referencing an individual and their title, list their name first, followed by their title.

b. Volunteer titles

In all references:

Committee Executive: Chair and Vice-Chair; First Vice-Chair, Second Vice-Chair

Subcommittee Executive: Sub Chair and Sub Vice-Chair

Yes: Chair or Chairs

No: Chairman or Chairmen

c. The Board of Directors

The Board of Directors can be referred to in the following ways: Calgary Stampede Board of Directors, the Board of Directors and the Board. The Board of Directors is led by four Elected Officers: The President & Chair of the Board, First Vice-Chair, Second Vice-Chair and the Immediate Past President.

In all references: Board of Directors

Example: Flores LaDue, Director, Calgary Stampede Board of Directors

Example: Guy Weadick is a Director on the Calgary Stampede Board of Directors.

Example: The Board of Directors is led by four Elected Officers.

No: Stampede Board

In all references:

- Guy Weadick, President & Chair of the Board
- Flores LaDue, First Vice-Chair
- Patrick Burns, Second Vice-Chair
- George Lane, Immediate Past President

➢ ***Note:*** The First and Second Vice-Chairs are always referred to as Vice-Chairs, not as Vice-Presidents.

Example: At the Calgary Stampede, Guy Weadick is the President & Chair of the Board of Directors. Flores LaDue and Patrick Burns serve as Vice-Chairs.

d. Employee titles

All employee titles and departments are Capitalized when referenced together.

Examples:

Guy Weadick is the Director of Food & Beverage.

➢ ***Note:*** Departments are capitalized when they are referenced outside of the context of the employee. Teams are referenced when referring to subgroups of a department and the word team is lowercase.

e. Government titles

i. Federal government

The Right Honourable Flores LaDue, P.C., M.P., Prime Minister of Canada

In less formal references: Rt. Hon. Flores LaDue, Prime Minister of Canada

The Honourable Guy Weadick, P.C., M.P., Minister of Crown-Indigenous Relations and Northern Affairs

In less formal references: Hon. Guy Weadick, Minister of Crown-Indigenous Relations and Northern Affairs

The Honourable Flores LaDue, P.C., M.P., Minister of Employment, Workforce Development and Labour

In less formal references: Hon. Flores LaDue, Minister of Employment, Workforce Development and Labour

The Honourable Guy Weadick, P.C., M.P., Minister of Agriculture and Agri-Food

In less formal references: Hon. Guy Weadick, Minister of Agriculture and Agri-Food

The Honourable Flores LaDue, M.P., Minister of Tourism

In less formal references: Hon. Flores LaDue, Minister of Tourism

(P.C. - member of Privy Council; M.P. Member of Parliament)

ii. Provincial government

The Honourable Guy Weadick, M.L.A., Premier of Alberta

In less formal references: Hon. Guy Weadick, Premier of Alberta

The Honourable Flores LaDue, M.L.A., Minister of Indigenous Relations

In less formal references: Hon. Flores LaDue, Minister of Indigenous Relations

The Honourable Guy Weadick, M.L.A., Minister of Arts, Culture, and Status of Women

In less formal references: Hon. Guy Weadick, Minister of Arts, Culture, and Status of Women

The Honourable Flores LaDue, M.L.A., Minister of Agriculture and Irrigation

In less formal references: Hon. Flores LaDue, Minister of Agriculture and Irrigation

The Honourable Guy Weadick, M.L.A., Minister of Jobs, Economy, and Trade

In less formal references: Hon. Guy Weadick, Minister of Jobs, Economy and Trade

(M.L.A. - Member of the Legislative Assembly in Alberta)

iii. Municipal government

Mayor Guy Weadick, City of Calgary

In less formal references: Mayor Weadick

➢ ***Note:*** no longer use His/Your Worship

Councillor Flores LaDue

Councillor Patrick Burns

9. YEAR-ROUND OPERATIONS, PROJECTS AND EVENTS

The Calgary Stampede is a year-round organization.

a. Year-round versus year round

Year-round does not need to be capitalized. It should be hyphenated when used as an adjective.

Example: Stampede Park's year-round operations are extensive.

b. Stampede Park development plans

Refer to future construction and development plans as "Stampede Park development."

10. BRAND NAMES, BRAND TERMS AND PLACES ON STAMPEDE PARK

Proper names are always capitalized. The following buildings, rooms and areas have proper names and should be capitalized in all references unless otherwise noted below.

#

4-H Rodeo

4-H on Parade

A

Aggie Days

Agriculture Building

- **Incorrect:** Ag Building

B

Band of Outriders

- **Subsequent references:** the Outriders

Bar Nineteen Twelve

- **Incorrect:** Bar 1912

BMO Amphitheatre

BMO Centre at Stampede Park

- **Subsequent references:** BMO Centre
- **Incorrect:** BMO Expansion; BMO Building
- **Also located in the BMO Centre:**
  - Brand Room
    - Champions Ballroom
  - Palomino Room
    - Percheron Ballroom
  - The Exchange
    - The Exchange Bar

Born to Buck™

- **Notes:** Always capitalize 'Born' and 'Buck'. Always include ™ (trademark symbol).

- **Incorrect:** Born to Buck; born to buck; Born-to-Buck

C

Calgary Arts Academy

Calgary Stampede

- **Subsequent references:** Stampede

Calgary Stampede Cellar Showdown

- **Subsequent references:** Stampede Cellar Showdown
- **Also:** Stampede Cellar Champion

Calgary Stampede Collection & Archives

- **Subsequent references:** Collection & Archives

Calgary Stampede Cutting Horse Futurity

Calgary Stampede First Nations Princess

- **Subsequent references:** First Nations Princess
- **Notes:**
    - If referring to both princesses, the term 'Calgary Stampede Royalty' can be used.
    - If 'First Nations Princess' is preceded by 'Calgary Stampede Royalty', it is not necessary to use Calgary Stampede First Nations Princess as the first reference.
    - **Example:** The Calgary Stampede Royalty consists of the First Nations Princess and Stampede Princess.
- See also: Calgary Stampede Royalty; Calgary Stampede Princess

Calgary Stampede Foundation

- **Subsequent references:** the Foundation

Calgary Stampede OH Ranch

- **Subsequent references:** OH Ranch
- **Incorrect:** the Ranch
- See also: Titles; OH Ranch Educational Program

Calgary Stampede OH Ranch herd

- **Subsequent references:** OH Ranch herd

Calgary Stampede Showband

- **Subsequent references:** Stampede Showband; the Showband
- **Incorrect:** Stampede Show Band

Calgary Stampede Showriders

- **Subsequent references:** Stampede Showriders; Showriders
- **Incorrect:** Stampede Show Riders

Calgary Stampede Princess

- **Subsequent references:** Stampede Princess

- **Notes:**
    - If referring to both princesses, the term ‘Calgary Stampede Royalty’ can be used.
    - If ‘Stampede Princess’ is preceded by ‘Calgary Stampede Royalty’, it is not necessary to use Calgary Stampede Princess as the first reference.
    - **Example:** The Calgary Stampede Royalty consists of the First Nations Princess and the Stampede Princess.
- See also: Calgary Stampede Royalty; Calgary Stampede First Nations Princess

Calgary Stampede Ranch

- **Subsequent references:** Stampede Ranch
- **Incorrect:** the Ranch
- See also: Titles; Born to Buck™

Calgary Stampede Royalty

- **Notes:** To be used when referring to the Calgary Stampede First Nations Princess and Calgary Stampede Princess together.
- **Subsequent references:** Stampede Royalty; or the Royalty
- See also: Calgary Stampede First Nations Princess; Calgary Stampede Princess

Commissary

Community Park South

- **Incorrect:** South Park

Country Trail

Cowboys Casino

Clubhouse

D

Doherty Hall

E

Enbridge Plaza

ENMAX Park

F

Flores LaDue Parade

G

GMC Stadium

- **Incorrect:** The Grandstand (the building should always be referred to by its sponsored name)

H

Headquarters Building; or Stampede Headquarters Building

- **Incorrect:** Stampede Headquarters

I

Indigenous Youth Program

Infield

J

Journey 2050

N

Nutrien Western Event Centre

- **Incorrect:** Nutrien Building

O

OH Ranch Education Program

Oliver House

R

ranahans

- **Note:** Always write in all lowercase.
- **Incorrect:** Ranahans

Rotary House

S

Sam Centre

- **Incorrect:** SAM Centre
- **Also located in the Sam Centre:**
    - Maisie Eatery (**NOT:** Maisie's)
    - Ross Glen Gallery
    - Vern Scown Gallery

Scotiabank Saddledome

- **Subsequent mentions:** Saddledome

Stampede Campus

- **Note:** Formerly Youth Campus

Stampede School

Stampede Ticket Office

- **Subsequent references:** the Ticket Office

Stampede Park

- **Examples:** The Nutrien Western Event Centre is located on Stampede Park. We have many locations to host your event at Stampede Park.
- **Incorrect:** Stampede park; Stampede grounds; on-Park

Sweetgrass Lodge

T

The AG Grill

- **Note:** always capitalize 'The' and all caps 'AG'.
- **Incorrect:** The ag grill; the Ag Grill

The Big Four Building

- **Note:** always capitalize 'The'.
- **Incorrect:** The Big Four Roadhouse; The Big Four; the Big 4

The Big Four Roadhouse

- **Note:** refers specifically to the upper-level entertainment space.
- **Note:** always capitalize 'The'.
- **Incorrect:** The Big Four Building; The Big Four; the Big 4

The Range Food Hall

The Young Canadians School of Performing Arts

- **Notes:**
  - Always capitalize 'The' in The Young Canadians School of Performing Arts.
  - Use this term in reference to the program that trains the Young Canadians.
- See also: Young Canadians of the Calgary Stampede

The Lazy S

- **Note:** always capitalize 'The'.
- **Incorrect:** the Lazy S

TransAlta Performing Arts Studios

- **Notes:**
  - TransAlta is a single word. Ensure correct capitalization is used.
  - Ensure the plural 'Studios' is used.
  - The TransAlta Performing Arts Studios is the facility where the Young Canadians train.
- **Incorrect:** Trans Alta Performing Arts Studio
- See also: The Young Canadians of the Calgary Stampede; The Young Canadian School of Performing Arts.

Trailblazer Centre

- **Subsequent references:** Trailblazer

V

Victoria Park/Stampede Station
Victoria Pavilion

Y

Young Canadians of the Calgary Stampede

- **Notes:**
  - Unless starting a sentence, 'The' does not need to be capitalized next to Young Canadians
  - To be used in reference to the youth as a group (do not use in reference to the program, which is The Young Canadians School of Performing Arts).
- **Subsequent references:** The Young Canadians (or the Young Canadians in the middle of a sentence)
- **Incorrect:** The Calgary Stampede Young Canadians
- See also: The Young Canadian School of Performing Arts; Transalta Performing Arts Studios.

11. THE CALGARY STAMPEDE FESTIVAL

Since the Calgary Stampede name refers to both the name of our organization, as well as our annual celebration each July, special care should be taken when referring to the festival, so as to protect the integrity of our brand name in reference to our organization as a whole.

- **First reference:** the Calgary Stampede
  - **Subsequent references:** the Stampede
- **Other acceptable references:**
  - Stampede [year] (year should be placed after Stampede, not before)
  - Stampede festival
  - Our annual celebration
  - During Stampede in July
- **Avoid:** Stampede-time; 10-day Stampede; 10-day festival; [year] Stampede

➢ ***Note:*** Stampede-time is only to be used internally

a. The Greatest Outdoor Show on Earth

In all references: The Greatest Outdoor Show on Earth.

Example: We hope to see you at The Greatest Outdoor Show on Earth this year!

➢ ***Note:*** "The" is always capitalized, even mid-sentence. The phrase should not appear in quotation marks or be italicized.

b. Stampede Rodeo and rodeo events

In first reference: Stampede Rodeo

In subsequent references: the Rodeo

- **When to lowercase:** when referring to the sports in general (not just at the Stampede Rodeo): tie-down roping, steer wrestling, saddle bronc, bareback, bull riding, barrel racing.
- **When to capitalize:** when referring to the event happening at the Stampede: Tie-Down Roping, Steer Wrestling, Saddle Bronc, Bareback, Bull Riding, Barrel Racing, Breakaway Roping.

Example: It will be exciting to see who wins the Saddle Bronc title at the Calgary Stampede!

In all references:

- Wildcard Saturday – final Saturday of Stampede
- Showdown Sunday – final Sunday of Stampede

c. Rangeland Derby Presented by Play Alberta

The Rangeland Derby presented by Play Alberta is the proper name for the nightly chuckwagon race.

In first reference: the Rangeland Derby presented by Play Alberta

Other references: the Rangeland Derby chuckwagon races

➢ ***Note:*** For clarity, chuckwagon races may be used to describe the event but only if the Rangeland Derby reference has been used previously and the writing requires a shorter reference to the races for readability.

12. STAMPEDE FESTIVAL PROGRAM AND LOCATION NAMES

Using the correct names for events and places on Stampede Park ensures clarity and helps maintain our brand. The lists below do not include all events and places but capture the most frequently used references. Follow the guidelines below by using the full event name unless otherwise noted.

#

30X Saloon

- **Subsequent references:** 30X

A

Agriculture Zone presented by Brandt

- **Incorrect:** the Ag Zone

ATCO Lost Kids Program

B

BMO Centre

BMO Kids' Day

BMO Kids' Zone

Bud Light Stage at The Big Four Roadhouse

Bud Light Big Ticket

C

Calgary Stampede Grandstand Show presented by Freedom Mobile

- **Also:** the Evening Show featuring the Rangeland Derby presented by Play Alberta, Relay Races and the Grandstand Show presented by Freedom Mobile
- **Subsequent References:** Grandstand Show

Canadian Armed Forces Display

Cattle Trail

Coca-Cola Stage

- **Incorrect:** Coke Stage

D

Draft Horse Town

Dog Bowl presented by Safeway

E

Elbow River Camp presented by Enbridge

- **Subsequent references:** Elbow River Camp

Erlton Entry

- **Incorrect:** Erlton Gate

Evening Show

- **Also:** the Evening Show featuring the Rangeland Derby presented by Play Alberta, Relay Races and the Grandstand Show presented by Freedom Mobile

F

Fluor Rope Square

- **Subsequent references:** Rope Square

G

Guest Services

H

Heavy Horse Show

Horse Haven

I

Infield Suites

J

Junior Steer Classic

K

Kitchen Theatre presented by Safeway

L

LaDue Lookout

M

MacDonald Avenue Entry

Midway (and Midway Food)

Monster Energy Compound

N

Nashville North

Northern Lights Arena

Nutrien Ag-tivity in the City

Nutrien Western Event Centre

P

Parade-to-Park presented by Suncor

- **Subsequent references:** Parade-to-Park

R

ranahans

- **Note:** Always write in all lowercase.

- **Incorrect:** Ranahans

Rangeland Derby presented by Play Alberta

- **Also:** the Evening Show featuring the Rangeland Derby presented by Play Alberta, Relay Races and the Grandstand Show presented by Freedom Mobile

Rangeland Tent

Relay Races

Rocky Mountain Cup

Rotary Dream Home

S

Stage of Wonders

Stampede Cellar Champion Wine Experience presented by Holt Renfrew

Stampede Rodeo

- **Subsequent references:** the Rodeo

Stampede Parade Marshal

- **Subsequent references:** the Parade Marshal
- **Incorrect:** Marshall

Stampede Parade presented by Suncor

- **Subsequent references:** Parade

Stampede Trail Entry

- **Incorrect:** Stampede Trail Gate

T

TC Energy Community Day

Tim Hortons Family Day

- **Incorrect:** Tim Horton’s Family Day

The Grand Staircase

The Great FUNtier

The Lazy S

- **Note:** always capitalize ‘The’.
- **Incorrect:** the Lazy S

The Market

The Saddledome STEPS

- **Subsequent references:** The STEPS

V

Victoria Park Entry

- **Incorrect:** Victoria Park Gate

W

WCD Volunteer Lounge
Weadickville
Western Oasis
Western Showcase
WestJet Skyride
Wine Garden
World Champion Stock Dogs

13. MOST COMMONLY USED STYLE POINTS

Style points follow the guidelines set by the Canadian Press which is the industry standard for best practice writing and grammar. Follow the guidelines as noted below unless, for marketing design purposes, exceptions need to be made.

a. Ampersands

Please use an ampersand "&" in all titles, departments and committees.

Exceptions: Use the word "and" when an ampersand doesn't distinguish between two subjects.

> **Example:** The President & Chair of the Board of Directors is Flores LaDue.
>
> **Example:** The President & Chair of the Board and the Chief Executive Officer invite you to Saddle Up!

b. Capitalization

Capitalize all proper names. If it is not a proper name, it should be lowercase.

> **Example:** The TransAlta Performing Arts Studios opens its doors!

Down-style capitalization: the first word in any headline should be capitalized then use a lowercase letter for all words following.

> **Example:** Stampede will bring in 1.3 million visitors this year!

c. Currency

No .00 with even dollars

> **Example:** Tickets are $5 at the door.

Yes: $5

No: $5.00; $10 dollars

➢ ***Note:*** If the price includes cents, use the period e.g. $2.25. Amounts of a thousand dollars or more require a comma.

Examples: $5,000; $30,800

If the amount is for a million dollars or more, do not write out the entire number.

Example: The Canvas Auction reached an all-time high raising more than $4 million.

Yes: $25 million

No: $25,000,000

d. Dates

For clarity, use the day of the week with the month and year.

In first reference: Friday, July 5, 2019

In subsequent references: July 5 or Friday, July 5

➢ ***Note:*** Adding the day of the week as well as the month and year is not always the most appropriate choice for marketing material or some writing. Use discretion based on what the audience needs to most clearly understand the message. In addition, if you have already listed the year or day of the week on the document, it doesn't need to be stated repeatedly.

Do not use apostrophes in dates.

Yes: 1990s

No: 1990's

Never use ordinals with dates. Do not include st, rd, th on dates. Only exception is when in reference to an anniversary (e.g. 40th Anniversary of Harry the Horse).

Yes: Tuesday, January 1, 2019

No: Tuesday, January 1st, 2019

➢ ***Note:*** Ordinals are only used with anniversaries and birthdays, (e.g. Canada's 150th birthday).

When writing dates numerically, always write as year/month/day.

Example: May 13, 2025, is written numerically 2025/05/13.

e. Days of the week

Always spell out days of the week, Monday, Tuesday, etc.

➢ ***Note:*** Days of the week can be abbreviated on tickets.

f. Hyphens

Hyphens indicate which words the reader should mentally join together as one concept.

> **Example:** Healthy two-year-old beef cattle are needed.

Hyphenate co-words and any words with a prefix that creates a double vowel, such as pre-eminent. Hyphenate vice- with any of the compounds, such as Vice-President, Vice-Chair, etc.

Use a hyphen to join two or more words together to modify a noun.

> **Examples:** well-known actor; out-of-date statistics; 40-year-old volunteers

➢ ***Note:*** When the same adjectives follow the noun, hyphens are unnecessary and are left out.

Hyphens join the numerator and denominator of fractions: three-fourths, one-half, etc.

Other uses for hyphens:

5 C, -6 C (use a hyphen), but when Celsius or Fahrenheit is not specified spell out: five-degrees.

g. En dashes

En dashes — are used to replace the word 'through' and are commonly used for dates, times and page numbers.

> **Examples:**
>
> - Come down to the Calgary Stampede, July 5–14, 2019
> - Make sure to visit the Stampede pancake breakfast, happening tomorrow from 9 a.m. – 11:30 a.m.
> - Please read pp. 1 – 15

h. Em dashes

Em dashes — are used to create a strong break/pause in a sentence and can be used to encase a word/phrase/clause for emphasis.

> **Example:** Join us for the Calgary Stampede—exciting times are guaranteed!
>
> **Example:** Join us at the Calgary Stampede—where exciting times are guaranteed—for The Greatest Outdoor Show on Earth.

i. Italics

Italics are used to represent titles such as books, periodicals (including newspapers), long musical works, movies, television and radio programs, works of visual art, names and foreign words and phrases that are not part of the English language.

> **Example:** *By the Banks of the Bow* is a great spot to enjoy some art and have a rest.

j. Months of the year

For months used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., Dec. Spell out standing alone or with year alone.

Example: Dec. 31, 2025 is a Wednesday; July 2025 was filled with great weather.

➢ ***Note:*** Do not put a comma with a month and year (e.g. June 2025).

k. Numbers

Spell out numbers from one to nine; use figures for 10 and above.

Example: three and 33

Exceptions: Use numbers for street addresses. In certain ticketing materials, figures can be used for numbers below 10 for consistency.

If you must start the beginning of a sentence with a number, spell it out, except for a year.

Examples:

- Twenty to 30 horses competed in the race.
- 1912 was the year of the first Calgary Stampede.

When numbers from 21 through 99 must be written out, use a hyphen.

Example: Thirty-five or thirty-six horses may compete.

Use figures for school grades, e.g., Grade 3 (note capital G on Grade):

Example: More than 30 Grade 4 students from the Calgary area attended Stampede School.

l. Age

In general, indicate a person's age rather than a general term such as senior citizen, middle-aged etc.

Only use age in a lead when it is significant. Spell out ages less than 10; 10 and above use the number.

Examples:

- Ginger is a five-year-old horse.
- Young Canadian member, Katie is 16 years old.

When using a range that begins with less than 10 and goes above 10, use the numbers.

Example: 6-12 years of age.

Exceptions: Spell out a number above 10 at the start of a sentence.

Example: Thirty to 40 people were waiting to get into Nashville North.

Use figures in ages:

Example: Laura is a 14-year-old member of The Young Canadians of the Calgary Stampede.

m. Per cent

Percentages of numbers are indicated by the words per cent not the symbol %.

Example: More than 70 per cent of Calgarians come to Stampede Park during Stampede time.

Yes: 100 per cent; five per cent

No: 100%; 5 percent

Exceptions: For catering menus, the symbol % can be used in relation to the additional fee/tax that would be applied to one's order (as it is not a statistic or research figure).

n. More than versus over

More than - is used followed by a singular verb when the noun is singular.

Example: I'm eating more than one mini donut today.

Over – is used with plurals, to indicate an excess of something.

Example: I'm going to eat over 50 mini donuts today.

o. Fewer versus less

Fewer – is used with plurals.

Example: I'm eating fewer pancakes so I can eat more mini donuts this afternoon.

Less – is used with singulars.

Example: I'm eating less breakfast this morning so I can eat more mini donuts this afternoon.

p. Addresses

Numerals are usually used in specific addresses. Numbered street names nine and below are spelled out.

Example: 37 Fifth Ave., 23 59th St.

Streets, Avenues and the like are abbreviated in specific addresses (1406 Ryan St.), but not in general addresses (the 1400 block of Ryan Street).

In cities like Calgary that break addresses into quadrants. CP style requires that we abbreviate the quadrants with periods.

Example: 37 Fifth Ave. S.W.

q. Telephone numbers

Always use periods between numbers and the area code. Do not use brackets for the area code or hyphens.

Yes: 403.261.0199

No: (403) 261-0199

➢ ***Note:*** For employee phone numbers on internal notices, always include the local number in parenthesis

Example: The Ticket Office can be reached at 403.261.0449 (local 3449)

r. Times

Time is written in figures. However, write midnight or noon instead of the number. Do not capitalize a.m. or p.m.

Yes: 2 p.m., 2:30 p.m.; midnight; noon

No: 2:00 p.m.; 2:00 P.M.; 2 P.M.; 12 midnight; 12 noon

s. Western vs. western

Western references such as Western heritage, Western values, Western culture and Western lifestyle should be capitalized.

Example: Our purpose is to preserve and celebrate Western heritage, culture and community spirit.

t. Western Canada but southern Alberta

Because southern Alberta is not recognized as an official geographic territory it is not capitalized, however Western Canada is capitalized.

Examples:

- I think Western Canada is a great place to live. I'm happy to call southern Alberta home.
- Calgary is one of the largest cities in the West.

u. Common phrases

e.g. is short for example

i.e. is short for in other words

Never: e.x.

14. STAMPEDE WEBSITES AND SOCIAL MEDIA

Use CalgaryStampede.com for any widely distributed communication. The www URL prefix is not necessary.

Targeted marketing and communication should begin with CalgaryStampede.com and can include a redirect (e.g. CalgaryStampede.com/AggieDays). Redirects can be quickly set up by our Marketing team.

a. Social media sites

Facebook: facebook.com/CalgaryStampede

X: x.com/CalgaryStampede

YouTube: YouTube.com/CalgaryStampede

Flickr: flickr.com/CalgaryStampede

Instagram: instagram.com/calgarystampede

LinkedIn: linkedin.com/company/calgary-stampede

TikTok: https://www.tiktok.com/@calgarystampede