

FOR IMMEDIATE RELEASE

For more information, contact:

Erin Hannan, Vice President of Communications, El Pomar
719-577-5750 or ehannan@elpomar.org



Ali Klos, Pikes Peak or Bust Foundation
719-635-8881 or foundation@norrисpenrose.com

**El Pomar Foundation Honors Pikes Peak or Bust Rodeo
at Annual Tree-Lighting Ceremony**

Colorado Springs, Colo.—December 2, 2021— Last night, El Pomar Foundation awarded the Pikes Peak or Bust Foundation with a \$25,000 grant in support of the Pikes Peak or Bust Rodeo at its annual Trustee Memorial Tree Lighting Ceremony. The ceremony is designed to recognize and reward an outstanding nonprofit organization in the Pikes Peak region in honor of one of the Foundation’s former Trustees.

This year, the Trustees paid tribute to the legacy of Spencer Penrose, an entrepreneur, philanthropist and founder of El Pomar Foundation. Throughout his life, Spencer was an advocate for economic development, sports and recreation. He first staged the Pikes Peak or Bust Rodeo in 1937 as a part of his commitment to bring tourism and growth to Colorado Springs.

The Pikes Peak or Bust Foundation’s mission is to preserve Colorado Springs’ Western heritage and sense of community while providing recreation, education and exciting opportunities to residents and visitors alike. The organization is most well-known for operating the Norris-Penrose Event Center and of course, putting on the annual Pikes Peak or Bust Rodeo.

“Pikes Peak or Bust Foundation is honored to receive this grant and acknowledge the Pikes Peak or Bust Rodeo at this year’s ceremony,” said Kyle Park, Executive Director of Pikes Peak or Bust Foundation and General Manager of Norris Penrose Event Center. “Spencer Penrose created the rodeo in 1937, the same year he and his wife Julie established El Pomar Foundation, so it’s a wonderful full-circle moment to be honored in his memory.”

“El Pomar Foundation is proud to recognize the Pikes Peak or Bust Rodeo this year in honor of our founder, Spencer Penrose,” shared El Pomar President and CEO Kyle Hybl. “The Pikes Peak or Bust Rodeo has a long and successful history of helping carry on Spencer’s cultural and economic vision for the community, as well as helping support military service members and their families for nearly 75 years.”

El Pomar Foundation is one of the largest and oldest private foundations in Colorado. El Pomar contributes approximately \$22 million annually through grants and Community Stewardship programs to support Colorado nonprofit organizations involved in health, human services, education, arts and humanities and civic and community initiatives. Spencer and Julie Penrose founded El Pomar in 1937 with the mission to enhance, encourage and promote the current and future well-being of the people of Colorado.

###