



— STUART DRYDEN, Calgary Sun

TRADITION ... Paul Van Ginkel shows his design for the 2007 Stampede poster, unveiled yesterday, taken from his original painting in the background.

Spur of the moment

Stampede's 2007 poster a throwback to the old West

The Calgary Stampede is getting back to its western roots with its official 2007 poster, which was unveiled yesterday at the Window on the West Stage on the grounds.

In a departure from previous years' offerings, which tend to depict a number of iconic images, both historic and modern, from the Greatest Outdoor Show on Earth, the 2007 poster depicts a serene western scene.

The poster features a lone cowboy, sipping coffee over a campfire against a prairie backdrop at sunset while holding the reins of his horse.

The artwork, dubbed *Loyal Friends*, was painted by Calgarian Paul Van Ginkel, who said the Stampede was looking to go back to

its roots with next year's poster and the image of a working cowboy on the range is a true symbol of the Canadian West.



Shawn Logan

"They wanted to invoke a mood or feeling of the old West," he said. "I wanted to do a simple symbol that was an icon of the West. 'I deliberately didn't have the cowboy's face showing so it could be anybody.'"

Van Ginkel has displayed his work at the Stampede's Western Showcase 14 times and has garnered four best-of-show awards.

George Brookman, vice-chairman of the Calgary Exhibition and Stampede, said the solitary cowboy and his steed is the perfect image and represents a new look for the posters, which have been commissioned since the Stampede opened in 1912.

"This is a very unique poster," Brookman said. "It typifies western values and it typifies everything we stand for."

More than 30,000 of the posters will be printed and distributed around the world to herald next year's Stampede.

The 2007 poster went on sale yesterday for \$6.

"My goal is to send a poster to every single country in the world," Brookman said.

For the first time, the original oil painting will be sold with proceeds to be split equally between the artist, the Western Art Auction committee and the Calgary Stampede Foundation, which helps fund young groups such as the Stampede Showband and the Young Canadians.

The art auction begins tonight at 6:30 in the Roundup Centre's Palomino Room.

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