

FOR IMMEDIATE RELEASE:  
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## Unique Western Shopping Opportunity in Denver - One Weekend Only

*The 22<sup>nd</sup> annual Old West Show, June 24-26, 2011, brings together nationwide dealers in fine Western art, antiques, and merchandise.*

DENVER, CO – Brian Lebel’s Old West Show & Auction returns to the Denver Merchandise Mart Expo Building June 24th – 26th for its annual weekend sale. Over 150 dealers will set-up at the expo-style sale, offering a wide variety of antique and contemporary Cowboy, Indian and Western art, merchandise and collectibles. Custom leather work, fine art, vintage posters, Native American antiquities, jewelry, vintage and modern clothing, furniture, antique firearms, fine cowboy and horse gear, spurs, boots and books are just a sample of the items available. In addition to merchants, exhibitors include Western museums, authors, and non-profit organizations. Open to the public, general admission is only \$5.

The Saturday night Old West Auction on June 25<sup>th</sup> features over 400 lots of fine Western art, artifacts and collectibles. The highlight of this year’s auction is the famous Upham tintype of Billy the Kid (the only known photo of The Kid in existence), which is estimated to sell for \$300,000 - \$400,000. The live Auction is free and open to the public with catalogs available for purchase. Internet, phone and absentee bidding are also offered. An Auction Preview is held during regular Show hours on Friday and Saturday.

Formerly the Cody Old West Show & Auction, founder Brian Lebel moved the event to Denver in 2009 after 19 years in Cody, Wyoming. The move to a larger venue enabled the show to expand in size and scope, allowing for more diverse and contemporary dealers than are commonly found at Western antique shows. “It’s really like nothing else out there,” says Lebel. The show hosts local, national and even international dealers in all things Western. “It’s not just the wide variety or number of dealers we have,” says Lebel, “but the quality of their merchandise that we’re most proud of.”

Old West Show general admission hours are Fri 3pm - 6pm, Sat 9am - 4pm, and Sun 9am - 3pm, tickets are \$5 per person, \$10 for a 3-day pass. Early buy-in is available for \$50 and allows entry during all dealer hours beginning with set-up on Friday morning. Sunday is “First Responders Day” with free admission to anyone presenting a military, police, fire or paramedic ID.

The Old West Auction is Sat at 5pm; Auction Preview Fri 3pm - 6pm and Sat 9am - 4pm. Both the Auction and Preview are free and open to the public. All events are held at the Denver Merchandise Mart Expo Building, 451 E. 58<sup>th</sup> Avenue, Denver, CO 80216.

For more information, including discount Show coupons and Auction catalog sales, visit [www.denveroldwest.com](http://www.denveroldwest.com), or contact Brian Lebel at (480)779-9378 / [brian@denveroldwest.com](mailto:brian@denveroldwest.com).

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