



**FOR IMMEDIATE RELEASE**

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**A Busy Spring Break at The National Cowboy & Western Heritage Museum!**

**Great Opportunities for Local Media Coverage**

**WHAT:**

The National Cowboy & Western Heritage Museum is the place to be this Spring Break, offering exciting hands-on activities for kids and families. Plus, the highly anticipated **Red Earth Festival** returns to The Cowboy, bringing one of the nation's largest Native American cultural celebrations and art markets to Oklahoma City.

**WHEN:**

**Spring Roundup!** (Daily activities) – Monday, March 17 - Friday, March 21, 10 a.m. - 2 p.m.:

[Spring Break at The Cowboy - National Cowboy & Western Heritage Museum](#)

**Red Earth Festival** – Friday, March 21 - Sunday, March 23: [Red Earth Festival - National Cowboy & Western Heritage Museum](#)

**Kids Take Over The Cowboy!** – Saturday, March 22, 10 a.m. - 2 p.m.: [Kids Take Over The Cowboy - National Cowboy & Western Heritage Museum](#)

**WHERE:**

The National Cowboy & Western Heritage Museum  
1700 NE 63rd St, Oklahoma City, OK 73111

## **MEDIA HIGHLIGHTS:**

- **Live shots & interviews** with families participating in hands-on activities.
- **B-roll opportunities** of kids designing boots, making crafts, playing Western-themed games, and learning about Native culture.
- **Red Earth Festival visuals** including Native artists, dancers, and cultural demonstrations.
- **Great weekend content** with the **Kids Take Over The Cowboy** event featuring historical characters, scavenger hunts, and creative workshops.

## **DETAILS:**

- Spring Break activities run daily from 10 a.m. - 2 p.m., offering different themed experiences like **Boot Movement, Ag Day, Wild Western Games, and Native Artistry.**
- The **Red Earth Festival** will feature a **juried art market, Native dance and music performances, and live artist demonstrations.**
- All activities are **free with Museum admission** or **free for Museum members.**

## **MEDIA RSVP & INTERVIEWS:**

To coordinate on-site coverage or schedule interviews, please contact Kerrie Booher at [kbooher@nationalcowboymuseum.org](mailto:kbooher@nationalcowboymuseum.org).

## **About The National Cowboy & Western Heritage Museum**

The National Cowboy & Western Heritage Museum in Oklahoma City is America's premier institution of Western history, art, and culture. Founded in 1955, the museum collects, preserves, and exhibits an internationally renowned collection of Western art and artifacts while sponsoring dynamic educational programs to stimulate interest in the enduring legacy of the American West. For more information, visit [nationalcowboymuseum.org](http://nationalcowboymuseum.org).