



FOR IMMEDIATE RELEASE

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Famed Cowboy Cook Kent Rollins to Headline 2025 National Day of the Cowboy at the National Cowboy & Western Heritage Museum

Museum also announces Military Appreciation Day in partnership with the USO

OKLAHOMA CITY (July 15, 2025) — The National Cowboy & Western Heritage Museum will celebrate the **2025 National Day of the Cowboy** on **Saturday, July 26**, from **10 a.m. to 4 p.m.**, with a full day of family-friendly fun honoring the stories, traditions and people who shape the spirit of the American West — both in legend and in service.

A highlight of this year's event is a special appearance by **Kent Rollins**, the famed cowboy cook, humorist and storyteller. Rollins, known for his chuck wagon cooking and captivating tales, will connect with fans during two meet-and-greets, lead a live presentation, and sign copies of his bestselling cookbooks, available for purchase at the Museum's Persimmon Hill store.

Please note: Due to the July heat, Rollins will not be cooking during his presentation, but will share stories instead.

Kent Rollins Appearance Schedule

- **10–11:15 a.m.** | Meet-and-greet
- **11:30 a.m.** | Live presentation
- **1–2 p.m.** | Meet-and-greet

In addition to Rollins' appearance, the event will feature mechanical bull riding, mini-barrel racing, giant horseshoes, Western crafts, trick roping and more — offering something for every cowboy and cowgirl at heart.

Military Appreciation Day

In honor of those who serve, the Museum will offer **free admission to all active-duty and retired military members with valid ID** on Saturday, July 26. In partnership with the **USO**, the Museum will also host several special programs throughout the day to recognize and celebrate military service:

- **11:30 a.m. | Oath of Enlistment Ceremony**

Witness a powerful moment as new recruits take the official oath to join the U.S. Armed Forces.

- **All day | Honoring the Military – Interactive Activity**

Explore stories of early frontier soldiers in the Gallery of the Frontier West and learn how the Code of the West shaped their lives and values.

- **All day | USO Thank-You Card Station**

Visit the USO booth to write a note of appreciation to deployed service members — a small gesture that makes a big difference.

Celebrate the enduring spirit of the West and the service members who embody it every day through courage, sacrifice and duty.

Tickets

Advance tickets are available at:

nationalcowboymuseum.org/national-day-of-the-cowboy/#tickets

- **Adults:** \$25
- **Youth (ages 6–17):** \$15
- **Children (5 and under):** Free
- **Military (with valid ID):** Free

Full event details can be found at:

nationalcowboymuseum.org/national-day-of-the-cowboy

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 preserves and interprets the evolving history and cultures of the American West and shares that story with millions from all over the world. At its heart is an internationally renowned collection of

Western art and artifacts, complemented by dynamic educational programs that celebrate the enduring legacy of the American West. A recent RegionTrack economic impact study projects the Museum will contribute \$313 million to Oklahoma's economy through 2028 — including \$170 million in direct impact and \$143 million in ripple effects — affirming its role as both a cultural cornerstone and vital economic engine. For more information, visit nationalcowboymuseum.org.

About the USO

The USO is the leading nonprofit dedicated to the well-being of all people serving in the U.S. military and their families. Since 1941, the USO has been by the side of service members throughout their military service. Impactful support is provided through their 250-plus locations around the world, a robust care package delivery program, global entertainment, military spouse and youth programming, and much more — all made possible by dedicated donors, corporate partners, volunteers and staff. To learn more and support their critical mission around the globe, visit USO.org or follow them on Facebook, Twitter/X, Instagram and LinkedIn.