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## **National Cowboy & Western Heritage Museum Announces Ann Noble Brown *Prix de West* Purchase Award**

*\$2 million endowment honors founding Prix de West Society supporter and ensures continued growth of the Museum's permanent collection*

**OKLAHOMA CITY, OKLA. (May 5, 2026)** — The [National Cowboy & Western Heritage Museum](#) has announced the renaming of its prestigious [Prix de West](#) Purchase Award to the **Ann Noble Brown *Prix de West* Purchase Award**, made possible through a \$2 million gift from The Samuel Roberts Noble Foundation.

The endowed award will ensure the Museum's continued ability to enhance and support the *Prix de West Invitational Art Exhibition & Sale*, acquire exceptional works for its permanent collection, and further strengthen its position as home to one of the most significant collections of contemporary Western art in the world.

"Ann Noble Brown's legacy is woven into the very fabric of this Museum and *Prix de West*," said Pat Fitzgerald, President and CEO of the National Cowboy & Western Heritage Museum. "Her belief in the power of Western art, her quiet generosity and her deep love for this institution helped shape what *Prix de West* has become today. It is only fitting that the Purchase Award, which builds our permanent collection year after year, now carries her name."

A founding member of both the *Prix de West* Society and the Annie Oakley Society, Ann Noble Brown was a devoted champion of the arts and a steadfast supporter of the Museum for decades. Her enduring commitment helped elevate *Prix de West* into one of the nation's premier Western art exhibitions.

"The Directors of The Samuel Roberts Noble Foundation along with Ann Noble Brown's family are delighted to honor Ann's lifelong passion for Western art and her deep connection to the Museum through this endowed award," said Susan Brown, on behalf of The Samuel Roberts Noble Foundation. "*Prix de West* held a special place in her heart, and

it is meaningful to our family that her legacy will continue to support the artists, the collection and the Museum she loved for generations to come.”

Since 1973, the *Prix de West* Purchase Award has been awarded annually to an outstanding work in the exhibition, with each winning piece entering the Museum’s permanent collection and exhibited for the public to enjoy.

The newly named Ann Noble Brown *Prix de West* Purchase Award will be recognized during the 54th annual *Prix de West Invitational Art Exhibition & Sale*, on exhibit June 5 through July 12, 2026, with Art Sale Weekend June 12–13.

*Prix de West* remains the nation’s premier Western art exhibition and sale, bringing together the finest contemporary Western artists and collectors each year in Oklahoma City. For more information and to make reservations, see a full schedule of events, or arrange to bid by proxy, visit [pdw.nationalcowboymuseum.org](http://pdw.nationalcowboymuseum.org).

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

The National Cowboy & Western Heritage Museum in Oklahoma City is the nation’s premier institution dedicated to the history, art and culture of the American West. Founded in 1955, the Museum houses an internationally renowned collection of more than 28,000 Western and Native American art works and artifacts, including the world’s most extensive collections of American rodeo photography, barbed wire, saddlery and early rodeo trophies.

Through its exhibitions, programs and scholarship, the Museum preserves and interprets the evolving story of the West, illuminating the people, traditions and ideas that continue to shape American culture. With more than 10 million visitors from around the world, it stands as a leading authority on the enduring legacy of the American West.

A recent RegionTrack study found the museum will generate \$313 million in economic impact for Oklahoma this decade, including \$170 million in direct benefits through 2028 and \$143 million in spillover effects, underscoring its role as both a cultural landmark and an economic driver.

For more information, visit [thecowboy.org](http://thecowboy.org).