

A SPECIAL PREVIEW OF THE 2022 SCOTTSDALE PARADA DEL SOL WESTERN WEEK EVENTS



The 2022 Scottsdale Parada Del Sol celebration held, hosted and powered by the Scottsdale Charros promises a one-of-a-kind experience for everyone in the family.

Western Week in Scottsdale:

Scottsdale Parada Del Sol Historic Parade and Trail's End Festival Returns!

As part of Scottsdale's Western Week, Scottsdale Parada Del Sol Historic Parade and Trail's End Festival Kick Off 2022. This February, the 68th annual Parada Del Sol Historic Parade and Trail's End festival unite Scottsdale's present with its past, giving the community a fun and entertaining event.

Now being managed by the Scottsdale Charros, which had a hand in the parade's humble beginnings, the event also serves as a signature part of the city of Scottsdale's Western Week.

This annual celebration provides an opportunity to educate visitors and residents alike of the area's rich history woven with cowboy, Native American and Western cultures that have made an instrumental impact on the way the city has evolved to date.

Much like the parade and festival, Western Week has become an interactive and engaging way for the city of Scottsdale to celebrate its past and recognize the people that have helped shape the city's rich history. There are a multitude of events that encompass Western Week.

The Scottsdale Gallery Association's Western Week themed Gold Palette ArtWalk kicks off the signature celebration with a

specially themed ArtWalk from 6:30 p.m. to 9:30 p.m. Thursday, Feb. 3. During the event, art and history lovers can peruse the streets of the Scottsdale Arts District as they enjoy live entertainment.

Participating galleries will also be hosting individual artists' receptions and highlighting Western and Native American artists and artworks.

On Friday, Feb. 4, the 64th Annual Hashknife Pony Express rides into town!

In honor of this historic event, Western Spirit: Scottsdale's Museum of the West hosts a free celebration from 11 a.m. to 1 p.m. outside the museum, featuring live entertainment from bands, line dancers and authentic Native American hoop dancers, food trucks, activities for the kids, a presentation about the History of Hashknife at 10 a.m., and free admission into the museum.

At high noon, guests can welcome the

Hashknife Pony Express riders as they complete their more than 200-mile historic horseback ride from Holbrook, Arizona to deliver more than 20,000 pieces of U.S. mail.

A multitude of events take place Saturday, Feb. 5, beginning with the 68th Annual Scottsdale Parada Del Sol Historic Parade and Trail's End Festival. Early that morning, guests will start lining the streets of the parade route — from Drinkwater Boulevard along Scottsdale Road, finishing at Brown Avenue and Indian School Road — to watch more than 120 entertaining entries including colorful floats, horseback riders, marching bands and more.

This year's parade theme is "Back in the Saddle" after events due to COVID-19 derailed the parade last year. Local celebrity and businessman Dan Harkins of Harkins Theatres will serve as Grand Marshal of the parade.

The parade culminates at noon with the Trail's End festival, a gigantic western-themed block party that takes over the

See Event — Page 2

Inside:

- MOVERS&SHAKERS.....2**
- WORDS FROM OUR MAYOR.....3**
- SPOTLIGHT: Jose Leon.....3**
- SPOTLIGHT: Dan Harkins.....4**
- SPOTLIGHT: Elizabeth Smith.....4**
- 'ADIOS COMPADRES'.....5**
- WESTERN HERITAGE.....6**
- PARADE ROUTE.....7**

2022 Parada Del Sol Theme: Scottsdale -- Back in the Saddle!

Event

Continued From Page 1

streets of Old Town's historic district.

The party goes on until 4 p.m. and features three live stages and a jam-packed entertainment line-up including popular local bands such as Mogollon, Raun Alosi, the Hernon Brothers and Dan Harkins' band, Union Rock, as well as traditional performers as well as arts, crafts and merchandise booths, food trucks and beer vendors, a massive kids' corral with inflatables and mechanical rides. Guests can also enjoy a pre-

sentation by Scottsdale Mayor David D. Ortega.

Also on Saturday, Feb. 5, the Arizona Indian Festival takes place along the West Lawn of the Scottsdale Civic Center Mall.

This two-day festival serves as an opportunity for tribal tourism to raise awareness about Arizona's indigenous communities through fun, engaging and delicious experiences. Honoring the Arizona Indian community, the event features traditional arts and crafts, entertainment, foods, innovations and trends in cultural experiences.

Following the festival on Saturday,

Feb. 5, recognition of Scottsdale's vibrant native cultures continues in the most tempting way with the Arizona Native Edible Experience, an evening filled with native chef prepared foods and cocktails and demonstrations, live performances, a silent auction, and interactive conversations.

Held at Western Spirit: Scottsdale Museum of the West from 6 p.m. to 9 p.m., the event's guests of honor are Veronica and Denise Homer of the Miss Indian Arizona Association. Recognized for their auspicious and important work for the association and their legacy work in tribal communities throughout Arizona and

Indian Country, Veronica and Denise have created experiences for young Indigenous women of Arizona that continue to nurture and create positive social, educational, political and economic impacts in their respective communities and the public as a whole.

On Sunday, day two of the Arizona Indian Festival takes place until 4 p.m., wrapping up Western Week 2022. For more about Western Week events visit www.scottsdalewesternweek.com; for more about the Scottsdale Parada Del Sol Historic Parade and Trail's End Festival, visit www.scottsdaleparade.com.



Movers and Shakers of the Scottsdale Parada Del Sol Historic Parade, events

The execution of the Scottsdale Parada Del Sol Historic Parade and Trail's End Festival takes a village. There are an incredible number of people who work around the clock to help present fun, family friendly events each year.

These are just a few of the 'movers and shakers' that are helping create an even bigger and better Scottsdale Parada Del Sol Historic Parade and Trail's End Festival experience in 2022 and beyond.

Wendy Springborn

A community director for the Charros new parade organization, Wendy Springborn has been involved the Scottsdale Parada Del Sol Historic Parade for more than six years.

Serving in various roles, including president during that time, Springborn's ties to this event are deep-seated.

She worked on the Parada Del Sol for years in the 1990s when she was a Scottsdale Jaycee and even marched in the parade as a "baton twirler and pom-pom girl!"



Wendy Springborn

for the Ingleside Elementary School band in the mid 1970s.

Don Chiappetti

A former treasurer of the Scottsdale Parada Del Sol Historic Parade, Don Chiappetti is trading out his responsibility over budgets and financial transactions for community director of this year's parade. Long immersed in the events surrounding the parade, Chiappetti served on the Parada Del Sol Rodeo committee from 2010 to 2015 and then served on the Parade committee after that.

Chiappetti grew up attending the Parada Del Sol parade with his father, a Lifetime Charro, from the time he was just two years old and has ridden in the parade with the historic Hashknife Pony Express for 21 years.

Dennis Robbins

This is Dennis Robbins' first year serving as executive director of the Parada Del Sol Parade and ancillary events. But Mr. Robbins, who is executive director of the Scottsdale Charros, is a longtime resident and partic-



Dennis Robbins

ipant of the Parada Del Sol in a variety of unique ways! In fact, Robbins grew up in Scottsdale, attended the parade many times and when he was in 8th Grade at Copah Elementary School, he participated in the parade in a way most people might never think of...

"I was part of a group of pooper scoopers from Copah — we were the Copah Meadow Muffin Medicine Men and we dressed in scrubs and scooped up poop!" Robbins recalls.

While many people may look fondly upon the parade for its lively entries and beautiful horses, it may have never crossed their minds how the streets were so clean after all the horses clomped through!

The community has Robbins and the Copah pooper scoopers to thank for this valiant duty!

Robbins has come a long way from that role, but he is still heavily involved with helping the parade become a success in any way possible.

Gary Shapiro

Gary Shapiro has been involved

with the Parada Del Sol since 1971 when it was managed by the Scottsdale Jaycees. At the time they were the key organization behind the Parada Del Sol rodeo and parade. In 1981, he became Parade Chairman and in 1990 he was honored to serve as a Parade Grand Marshal.



Gary Shapiro

Since becoming a Charro in 1991, Shapiro has advocated for the Charros taking over Parada Del

Sol as a natural transition of leadership and manpower and was part of the early strategic meetings with the civic partners to make it happen.

Shapiro has fond memories of his experiences with the Charros and the Parada Del Sol, calling the city of Scottsdale itself a close-knit community in those early years:

"It was a little like TV's 'Andy of Mayberry' in that it seemed like everyone knew everyone, we were all neighbors, we all displayed a sense of western hospitality, and we promoted our town as The West's Most Western Town," he says.



Parada Stampede
February
2020

VIPs

Parade Theme
Scottsdale — *Back in the Saddle*

Grand Marshals
Dan Harkins, founder of Harkins Theatres

Parade Marshals
David Orteta, mayor of the city of Scottsdale, Jose Leon, Dennis Robbins, Gary Shapiro, and Wendy Springborn

Division Sponsors:

City of Scottsdale/Experience Scottsdale, Scottsdale Independent, Discount Tire, Chapman, Scottsdale Charros, Iheart media, Wells Fargo, Sabas, Entertainment Solutions, Sunstate Equipment, Merestone, Coors Light, Kalil, Sacks Tierny, KLOVE/AIR1, Scottsdale Rodeo

Parade Sponsor:



OLIVER SMITH
JEWELER

Parada del Sol Parade & Trails' End Festival volunteers

Wendy Springborn
Chris Lyman
Don Chiappetti
Kim Chiappetti
Penny DiBrito
Angela DiBrito
Mark DiBrito
Dave Fortney
James Kieran
Tony Gardella
Staci Weatherford
Lonny Gibson
Kendall Drake
Natalie Marsh
Ken Koziol
Kevin Koziol
Carolyn Reyes
Mary Evanson
Derek Kane
Krissy Wertz

Cody Fortney
Les Lyman
Diane Fortney
Larry Herron
Ricky Barnhill
Robert Lepour
Shelll Cooper
Garry Cooper
Raun Alosi
Todd Davis
Riley Wilson
Karis Wilson
Kent Ennis
Ray Warriner
Bryan Martyn
Cody Koziol
Brittany Nelson
Brianna Martinez
Courtney Seiple

Parada Del Sol is *Back in the Saddle* in Old Town Scottsdale!

By Mayor David Ortega
CITY OF SCOTTSDALE



2022 Scottsdale Parada del Sol Historic Parade is “BACK IN THE SADDLE” and better than ever! On Feb. 5, 2022, we will once again celebrate our city’s Old West roots and the unique character of Scottsdale, just as we have for many generations.

For 68 years now, we’ve welcomed wide-eyed children to witness this wonderful parade for the first time and encourage families to make the celebration part of their own legacy.

We invite Scottsdale residents and visitors to celebrate the Parada del Sol’s spirit and traditions, as we fill the streets of Old Town with horses, cowboys, vaqueros and cultural displays that embrace the various heritages that built the city of Scottsdale.

The festivities will continue after the parade with the Arizona Indian Festival, an inter-tribal event that celebrates the culture, art and food of Arizona’s 22 indigenous tribes. Let’s keep this wonderful family event and Scottsdale tradition alive as we return to the Old West for a day!

Editor’s note: Mr. Ortega is mayor of Scottsdale

Stampede Spotlight: Jose Leon, Scottsdale Parada

Del Sol Historic Parade Boss

Jose Leon is an active member of the Scottsdale Charros, a board member of the Parada Del Sol Foundation and is the Parada Boss for the 2022 Scottsdale Parada Del Sol Historic Parade.

But being granted the “great power” of Parada Boss comes with great responsibility — one Leon does not take lightly.

According to Leon, the Parada del Sol Parade Boss “is in charge of the whole event and coordinates with the committee members to help execute the event.”

Leon also oversees the important fundraising aspects of the event: “The previous committee enlisted the help of the Scottsdale Charros to elevate the fundraising efforts.”

Leon has been an entry participant in the Parada del Sol with the Scottsdale Charros and prior to that with the Scottsdale Active 20/30 Club since 2011.

Over the past few years, he increased his involvement with the Foundation Board and the Parade Committee as Parada Boss. Leon loves that the parade has



such a long-standing history with the City of Scottsdale and that it serves as a kick-off to spring events and anchors Western Week for the city as well.

“After the Parada del Sol, we have other activities in Scottsdale and the entire Valley with events like the Phoenix Open and Spring Training. It’s a great time to get together as a community,” he says.

Being involved with these efforts has also given Leon a better perspective on serving the community. “I’ve traditionally given up my time to fundraise, but this event helps create great relation-

ships with people that are extremely passionate about our Western traditions here in Scottsdale,” he says, adding he believes the Scottsdale Parada del Sol Historic Parade is such a mainstay with Scottsdale residents because it has been a part of the fabric of the community since the incorporation of the City of Scottsdale itself.

“Many native Scottsdale residents grew up coming to the parade and continue to bring their families to enjoy a tradition that they enjoyed as children,” he says.

“It also marks the beginning of events as mentioned before that create a huge in-

flow of travelers to the area for spring activities.”

Leon is passionate about helping people recognize that the Parada del Sol itself is a charity and this marquee event that is free for the community also raises funds that go back to the charities in the local community.

“It’s a win-win for everyone involved,” he says, adding he’s looking forward to helping the Parada del Sol resume after taking a year break due to the pandemic and to bringing folks from the community back together for this incredible Scottsdale tradition.

Stampede Calendar

The Scottsdale Parada Del Sol Historic Parade and Trail's End Festival

Scottsdale is alive with activities during Western Week leading up to the Scottsdale Parada Del Sol Historic Parade and Trail's End Festival.

Residents and visitors from far and wide are invited to take part in any and all of the events that pay homage to Scottsdale's rich past and the people that make the city the vibrant cultural destination it is today.

Western Week's signature events include:



Scottsdale Gallery Association's Western Week Themed Gold Palette ArtWalk

*Thursday, February 3 | 6:30 p.m.-9:00 p.m.

Scottsdale Arts District – Main St. from Scottsdale Rd. to Goldwater Blvd., and north of Indian School Rd. on Marshall Way to 5th Ave.

Guests can enjoy special Western exhibitions within participating galleries as well as live entertainment as they stroll the streets of the Scottsdale Arts District during this specially themed event that honors the city's heritage through the arts. www.scottsdalegalleries.com



64th Annual Hashknife Pony Express in Old Town

*Friday, February 4 | 11:00 a.m.-1:00 p.m.

Western Spirit: Scottsdale's Museum of the West in grand tradition, the riders of the Hashknife Pony

Stampede Spotlight: Dan Harkins serves as Scottsdale Parada Del Sol Grand Marshal



This year, the role of Scottsdale Parada del Sol Historic Parade Grand Marshal has been bestowed upon local celebrity, businessman — and beloved community member Dan Harkins of Harkins Theatres.

While this is his first time serving as Grand Marshal, Harkins is no stranger to the Parade, he tells Parada Stampede.

He has been a huge fan of the Parada parade and rodeo since he was just five years old. Over past 60 years, he has attended Parada parades and events, and for the past 25 years, he has served as one of the leaders of his Scottsdale High Reunion Committee for its horse drawn Parada float.

“As an Arizona native, I feel Scottsdale is blessed to have the largest western horse-drawn parade and being a part of it as the Grand Marshall means so much to me,” he said. “I believe this is the biggest altruistic event in our community. It brings unity for all facets of our community. I love seeing new friends and old friends enjoying the parade together.”

Harkins is glad to see the tradition of the Parada continue and believes it remains so popular because it provides a wide variety of entertainment for people of all ages. He is extremely grateful to be the Grand Marshall of the 2022 Scottsdale Parada del Sol Historic Parade, calling it a “truly once-in-a-lifetime honor.”

Editor's note: Mr. Harkins is founder of Harkins Theatres

Stampede Spotlight: Scottsdale Parada Del Sol Historic Parade Sponsor: Oliver Smith Jeweler

The Scottsdale Charros and the Scottsdale Parada del Sol Historic Parade are grateful for everyone involved in helping to execute such a major event year after year.

It takes the combined efforts of the Scottsdale Charros, the City of Scottsdale, volunteers and a host of other partners and sponsors.

This year, the Scottsdale Charros are very proud to partner with local business Oliver Smith Jeweler, which serves as the 2022 Scottsdale Parada del Sol Historic Parade sponsor.

Oliver Smith Jeweler has been an institution in Scottsdale for decades — it was founded in the Valley 40 years ago by President Oliver Smith. Today, Oliver Smith Jeweler continues to offer one-of-a-kind luxury jewelry along with jewelry repair and has the largest collection of new and pre-owned watches in Arizona.

“As a family-owned company, our priority has always been our clients and we pride ourselves on offering high-quality product at the best price,”

says Elizabeth Smith, director of marketing, Oliver's daughter, and a second generation member of this family business.

Becoming a sponsor is a natural fit for Oliver Smith Jeweler. The Smith family and the company are longtime fans of the Parada del Sol, and Oliver is a “lifer” member of the Scottsdale Charros.

“We saw this as a perfect opportunity for us to give back to the Scottsdale community. The parade represents the heart and soul of Scottsdale, and we're proud to become a partner to ensure its longevity here in the valley,” says Elizabeth, adding that the Scottsdale Charros not only have touched the lives of thousands of lives across Arizona through their philanthropic efforts, but they also “*know how to put on a good party!*”

Elizabeth herself has fond memories of attending the Parada del Sol parade as a kid.

“My favorite part was the caballeros in all their silver and high-stepping horses,” she says. “It's really a spectacle!” Aside from the event itself, Elizabeth believes the Parada is a significant part of Scotts-



Generous Support: Elizabeth Smith of Oliver Smith Jeweler says being a sponsor of the Scottsdale Parada Del Sol Historic Parade and Trail's End Festival is a natural fit for the Scottsdale-based jeweler.

sdale's past, present and future. “The Parada assists in preserving the heritage of the valley,” she says. “It acknowledges where we came from and

where we're going. It is a completely unique event to our city and state — and is a fun event we should all be proud of!”

Stampede Calendar

Continued From Page 4

Express will make the more than 200-mile horseback ride from Holbrook, Arizona to the steps of the museum, bringing with them more than 20,000 pieces of U.S. mail. This annual ride, in its 64th year, will be celebrated with a free family friendly festival leading up to the riders' arrival at high noon. Attendees can enjoy live entertainment from bands as well as line dancers and authentic Native American hoop dancers, food trucks, activities for the kids, a History of Hashknife presentation at 10 a.m., and free admission into the museum that day. www.hashknifeponyexpress.com



68th Annual Scottsdale Parada Del Sol Historic Parade in Old Town

*Saturday, February 5 | 10:00 a.m.-noon

Throughout Old Town Scottsdale
Managed by the Scottsdale Charros, the Scottsdale Parada Del Sol Historic Parade and Trail's End Festival serves as a celebration of the evolution of Scottsdale – honoring its past, present and future. The parade follows a route from Drinkwater Blvd. along Scottsdale Rd., finishing at Brown Avenue and Indian School Road; the Trail's End Festival takes place immediately following, throughout Scottsdale's Historic Old Town District. www.scottsdaleparade.com



Trail's End Festival

*Saturday, February 5 | noon-4:00 p.m.

Scottsdale's Historic Old Town District
At the culmination of the parade, the streets of Old Town transform into a massive (and free!) West-

Stampede Spotlight: The treasures of the west can be found in Old Town

Scottsdale is rife with activities, events and things to see and do all year round. Known for its incredible golf, dining treasures, shopping and art galleries, one never tires of all that can be done in the city, on any given day, whether that means attending an outdoor festival, strolling the streets of Old Town, or having a glass of wine and listening to live music on the patio of the local establishments. *It all happens here!*

This is just little taste of what Old Town has to offer:

The Scottsdale Gallery Association (SGA) has been helping to promote and bring attention to the vibrant arts community that exists in the city for more than 40 years. The weekly ArtWalk, in partnership with the city of Scottsdale, offers residents and visitors a chance to peruse galleries each Thursday evening year-round. And multiple times a year, the SGA and participating member galleries present special themed Gold Palette ArtWalks that coincide with some of the city's most popular events such as Western Week, Scottsdazzle and more.

These ArtWalks have been taking place since 1975 and provide a casual and social environment for art lovers to connect and discover local and national talent represented right here in Old Town.

The performing arts community is also a large part of what



makes Scottsdale the cultural destination it is today. Incredible permanent public art installations pepper the region and special events such as Canal Convergence in the fall put the spotlight on incredibly unique and large-scale artwork that light up the nights of Scottsdale throughout the holiday season.

In fact, bringing public art to the city is a group effort. In partnership with the city, organizations such as Scottsdale Public Art, Scottsdale

Museum of Contemporary Art and the Scottsdale Center for the Performing Arts are divisions of Scottsdale Arts, which serves to create signature cultural events, exhibitions and installations that contribute to the community's creative, cultural and economic vitality.

In addition to performances and exhibitions, events such as the Scottsdale Arts Festival draw art enthusiasts and festival fans for an outdoor experience highlighting fine arts set

amid the lush grounds of the iconic Scottsdale Civic Center Park, which is undergoing an infrastructure and improvement renovation. With much anticipation, the Scottsdale Arts Festival is set to return to the newly enhanced space in 2023.

The Scottsdale Performing Arts Center brings major talent and performances of all types to the stage of Scottsdale.

Its seasons are packed with a variety of acts for all interests including local talent such as the Scottsdale Philharmonic and ASU Concert Jazz Band.

But there doesn't have to be an event to enjoy a day or night out in Scottsdale.

Home to hundreds of local businesses, shoppers can find the perfect ensemble or special gift or unique to Scottsdale souvenir; wine lovers can enjoy tastings of Arizona fine wines, foodies will delight in the wide range of incredible chef-driven restaurants that abound... there is just about something for everyone here in Old Town — it's just waiting to be discovered!

Visit oldtownscottsdaleaz.com.



'Adios Compadres': In honor of the Scottsdale Charros who have passed on

One of the most significant parts of the Scottsdale Charros organization is the camaraderie that exists among the members, volunteers and partners who the members work with on some of their biggest events including the Scottsdale Parada Del Sol Historic Parade and Trail's End Festival, Spring Training and more.

There is much work to be done for those Scottsdale Charros. They take their mission of serving as "Goodwill Ambassadors" for the city seriously while raising crucial funds for the community and its schools.

Long-lasting friendships are formed, and memories are made. With that said, when they lose a member of their tight-knit organization, it is felt on a momentous level.

The Scottsdale Charros would like to honor and recognize the following members that have recently passed:

- *John Harper (former Parada Boss)
- *Bill Reid
- *John Parker (former Parada Boss)
- *Art DeCabooter
- *Rich Hazelwood
- *Marston Holben



Stampede Calendar

ern-style block party with a kids' corral with multiple inflatables and mechanical rides, food trucks and beer vendors, merchandise and arts and crafts booths, and multiple stages with live entertainment including concerts from today's popular bands to traditional performers. Featured performers include Raun Alosi, the Herndon Brothers, Mogolon, and Parade Grand Marshal Dan Harkins' band, Union Rock, as well as mariachis and traditional Hispanic dance groups.



Arizona Indian Festival

*Saturday, February 5 | 9:00 a.m.-4:00 p.m.
 *Sunday, February 6 | 10:00 a.m.-4:00 p.m.
 West Lawn of the Scottsdale Civic Center Mall – 3939 N. Drinkwater Blvd.

Featuring an array of traditional arts and crafts, entertainment, foods, innovations and trends in cultural tourism experiences, this two-day cultural celebration honors the Arizona Indian community that is alive and well in Scottsdale! This inclusive inter-tribal event serves as a platform for tribal tourism to raise awareness about Arizona's indigenous communities through fun and engaging experiences. www.arizonaindiantourism.org/azindianfestival/

Arizona Native Edible Experience

*Saturday, February 5 | 6:00 p.m.-9:00 p.m.

Western Spirit: Scottsdale's Museum of the West Serving as the Arizona American Indian Tourism Association's kickoff event for the Arizona Indian Festival, this incredible event offers guests an opportunity to taste traditional and fusion foods and cocktails prepared by Native Chefs while enjoy Native American arts and artist in a glamorous cocktail party setting. The evening presents a rich tapestry of Native Arizona through its history, food, people, music and culture and aims to bring together multiple Native communities to highlight and celebrate the contributions of Arizona's Native Peoples. Tickets are \$25 with no-host bar and silent auction. Tickets are limited. www.arizonanativeexperience2022.com

Stampede Spotlight: Western Spirit stands as testament to Old West

Western Spirit: Scottsdale's Museum of the West has been an integral part of preserving Scottsdale's heritage and history since it opened its doors in 2015. It has been participating in Western Week for just as long — serving as the arrival destination for the riders of the historic Hashknife Pony Express.

As the City gears up for Western Week 2022 including events such as the Scottsdale Parada del Sol and Trail's End Festival, Western Spirit: Scottsdale's Museum of the West takes center stage. A 501(c) 3 and a city-owned facility, Western Spirit plays an active role in many of the city's events that are designed to both entertain guests and educate them about Scottsdale's deep cultural roots.

"We represent all aspects of Western culture, and we feel it's very important to share and recognize our heritage and culture as well as the events that took place in Scottsdale and throughout Arizona in the past so we don't lose touch from where we came from," says David Scholefield, marketing and communications director of the museum.

In fact the museum's mission states it serves to celebrate the West and its importance by informing, educating, inspiring and engaging museum guests through high-quality exhibitions, educational programs and community outreach addressing regional history.

"The activities being undertaken with the city align very well with our mission and we hope to become a bigger, stronger partner in the future," adds Scholefield. Partnering with the city for events such as



Western Week and the Hashknife Pony Express also provides an opportunity for the museum to be further profiled within the community, bringing it to the attention of local residents and visitors as well as people all across the valley.

During Western Week 2022, the museum hosts the celebration surrounding the arrival of the 64th Annual Hashknife

Pony Express on February 4 from 11:00 a.m. to 1:00 p.m. The free event includes entertainment such as live music and performances, activities for the kids, food trucks, a presentation about the History of Hashknife at 10:00 a.m., and free admission into the museum. And, of course, the event provides "front row seats" for the arrival of the Pony Express riders

who, at high noon, will end their 200-plus-mile ride from Holbrook with more than 20,000 pieces of U.S. Mail in tow.

In addition to exciting events in collaboration with the city such as the Hashknife Pony Express celebration, the Museum of the West maintains an outstanding collection of both ongoing and limited-time exhibitions. One of the highlights of the museum's rotating exhibitions is most certainly in alignment with Western Week and will be on display through Spring of 2023. This exhibition, titled Light and Legacy: The Art and Techniques of Edward S. Curtis, celebrates the life of photographer, ethnographer and adventurer Edward Curtis and his tremendous contributions to the art and science of photography. Over the course of three decades, Curtis traveled the country visiting more than 80 Indigenous Peoples and creating thousands of images, audio recordings and the earliest motion pictures of Native Americans.

As a result of a partnership with Arizona Highways, the museum recently displayed an exhibition titled The Art of Our Photography, which featured the work of 10 artists that were given access to the magazine's extensive photo archive and invited to select any of the images Arizona Highways has published since 1925 to recreate through their artistic craft. For more information about Western Spirit: Scottsdale's Museum of the West: www.scottsdalemuseumwest.org.



A view of the place where the iconic images, keepsakes and hidden treasures of the Old West can be found in Old Town Scottsdale.

7 SCOTTSDALE PARADA DEL SOL 2022

Look Back: 2020 Parada Del Sol



SCOTTSDALE
**PARADA
DEL SOL**

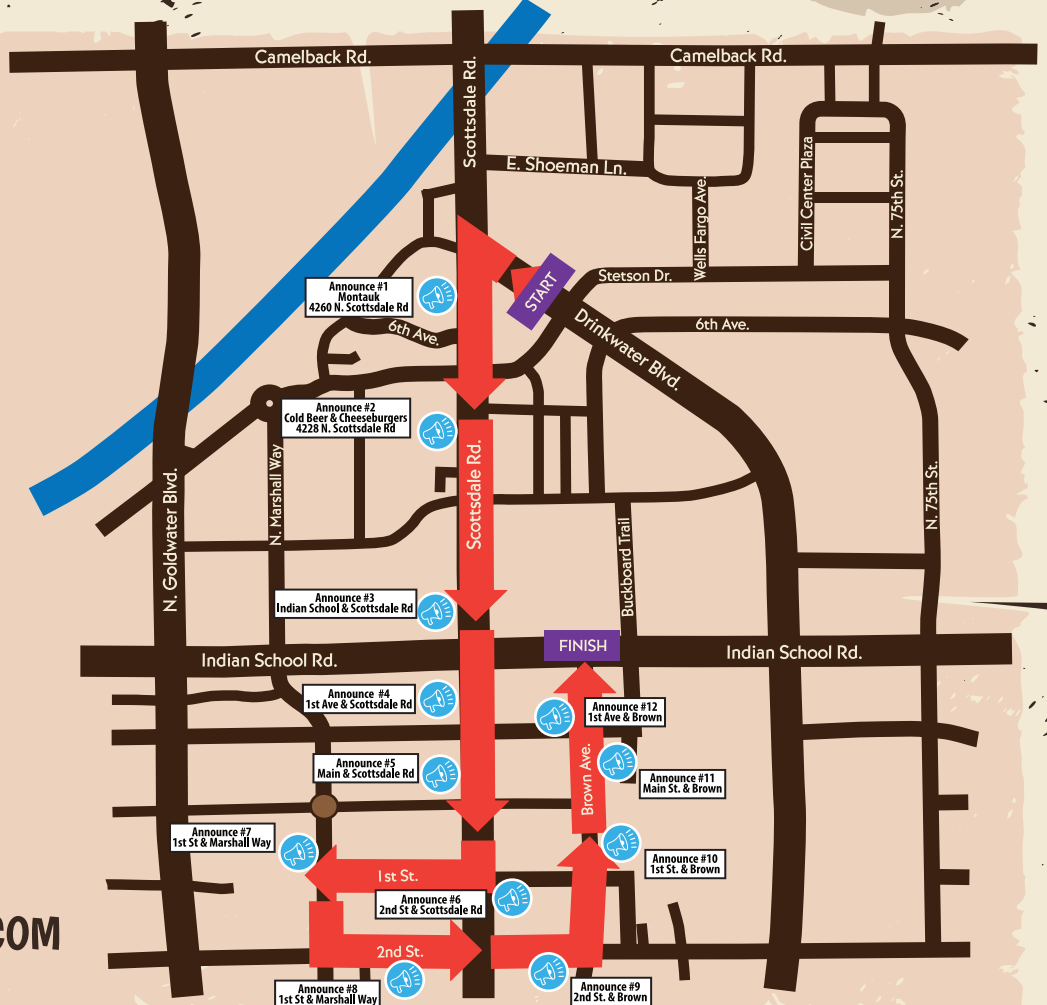
Presented by Oliver Smith Jeweler

HISTORIC PARADE AND TRAIL'S END FESTIVAL

**2022
PARADE
ROUTE**



SCOTTSDALEPARADE.COM



SCOTTSDALE



PARADA

DEL SOL

Presented by Oliver Smith Jeweler

68TH ANNUAL
SCOTTSDALE PARADA DEL SOL HISTORIC PARADE
FEBRUARY 5, 2022
10:00 A.M. UNTIL NOON
TRAIL'S END FESTIVAL
IMMEDIATELY FOLLOWING PARADE



CITY OF
SCOTTSDALE

EST

1952

SCOTTSDALE
ARIZONA



SCOTTSDALE
CHARROS



OLIVER SMITH
JEWELER



SCOTTSDALEPARADE.COM