

MEDIA KIT

# Medora™

EXPLORE IT. ADORE IT.



WWW.MEDORA.COM



# Medora Musical™

- More than 4 million people entertained since 1965
- One of the longest running shows set in an outdoor amphitheatre in the world
- Alumni include nationally-known artists such as Kat Perkins and Jared Mason
- Celebrates Theodore Roosevelt and the history of the American West
- Features singing, dancing, live horses, fireworks, and family-friendly variety acts







## PITCHFORK STEAK FONDUE

- Featured on the hit Food Network show "Best Of"
- 50,000 steaks prepared fondue-style and served each summer
- Served before the Medora Musical



# THEODORE ROOSEVELT NATIONAL PARK

- "#5 place to visit in the world," according to the New York Times
- North Dakota's only National Park, and the only National Park in the United States named for a person
- 70,400 acres of untouched wilderness, featuring bison, wild horses, elk, and historical sites like Theodore Roosevelt's ranch house





# MAAH DAAH HEY TRAIL

- One of the longest continuous single tracks in the world
- Plays host to half a dozen events, ranging from 5ks to 150-mile bike races and ultra trail runs
- The Maah Daah Hey trail got its name from the Mandan Native American Tribe. It translates to "an area that will be around for a long time."







# *Bully Pulpit*<sup>™</sup> GOLF COURSE

- One of America's Top 100 Public Golf Courses, ranked by Golf Digest
- Called "the most beautiful course without ocean views" by Golf Travel Journal



# Little Town, Big Story

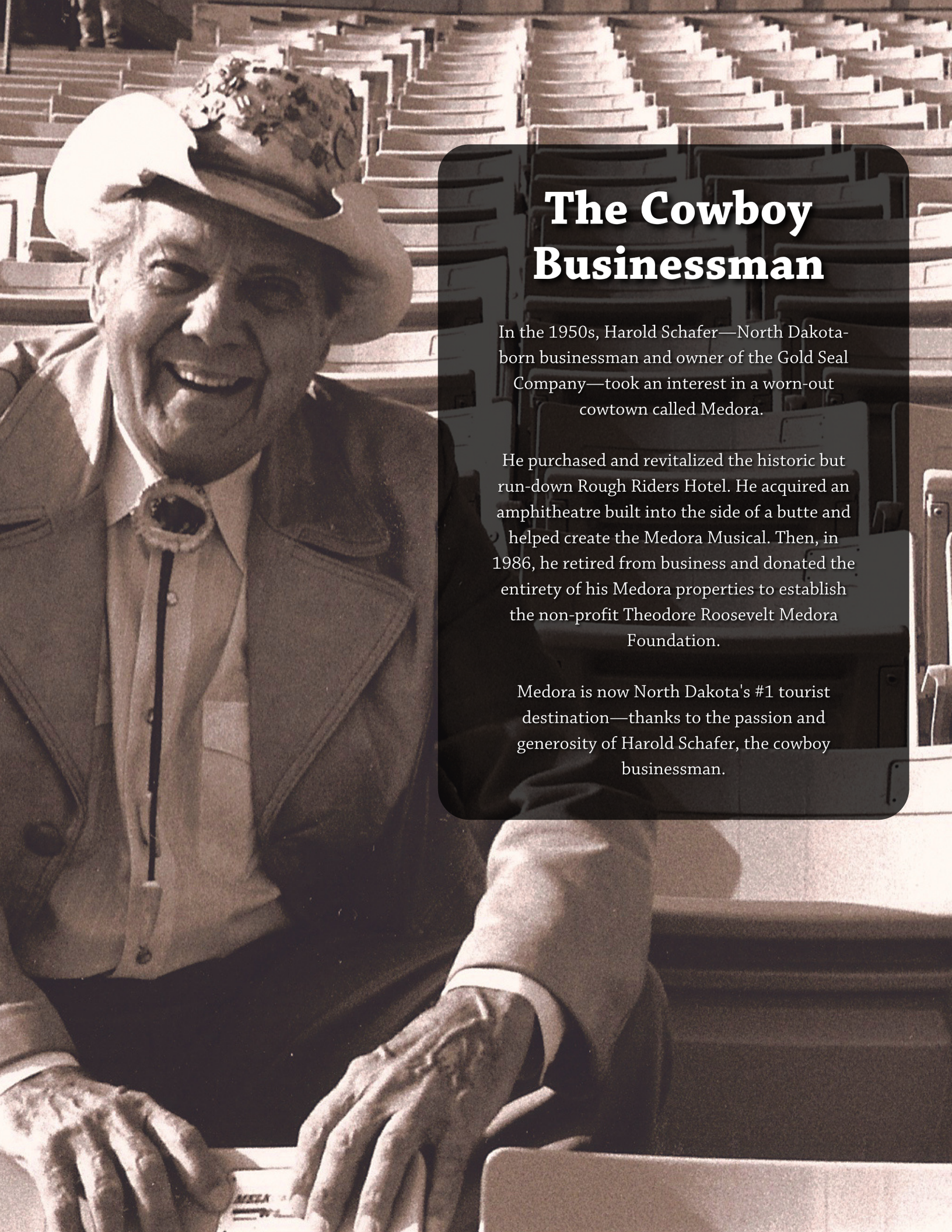
Medora began as a military cantonment called Little Missouri. It was officially named Medora in 1883 by the Marquis de Mores, an entrepreneurial French nobleman with a big dream for a meat packing empire.

That same year, a young Theodore Roosevelt made his first visit to Medora — where he would later find solace and strength after the death of his wife. Many years later, he would tell an audience in Fargo: "I never would have been President had it not been for my time in North Dakota."

In 1888, a brutal blizzard wiped out the majority of Medora's cattle industry — and the town spent decades approaching "ghost town" status. But the story doesn't end here...







## The Cowboy Businessman

In the 1950s, Harold Schafer—North Dakota-born businessman and owner of the Gold Seal Company—took an interest in a worn-out cowtown called Medora.

He purchased and revitalized the historic but run-down Rough Riders Hotel. He acquired an amphitheatre built into the side of a butte and helped create the Medora Musical. Then, in 1986, he retired from business and donated the entirety of his Medora properties to establish the non-profit Theodore Roosevelt Medora Foundation.

Medora is now North Dakota's #1 tourist destination—thanks to the passion and generosity of Harold Schafer, the cowboy businessman.





# Up to the People

Our founder Harold Schafer once said it would be "up to the people" to ensure Medora's long-term success. He was right.

Medora's official population is just over 100. Each summer, that population more than quadruples as a workforce of over 300 seasonal employees arrives to serve the traveling public.

The Theodore Roosevelt Medora Foundation is supported by thousands of people from North Dakota and around the world. Contributions to the non-profit span a wide range: from more than 1,000 annual Rough Rider members who contribute \$333 per year to major philanthropists whose gifts exceed \$1 million.

Our organization is also supported by more than 600 volunteers who give of their time and energy—typically one week at a time—to support our operations in Medora.





# Theodore Roosevelt

MEDORA FOUNDATION

*Medora*  
EXPLORE IT. ADORE IT.

*Medora Musical*

*Bully Pulpit*  
GOLF COURSE

## Our Vision

We connect people to historic Medora for positive, life-changing experiences.

## Our Mission

Preserve the experience of the Badlands, the historic character of Medora, and the values and heritage of Theodore Roosevelt and Harold Schafer;

Present opportunities for our guests to be educated and inspired through interpretive programs, museums, and attractions that focus on the Old West, our patriotic heritage, and the life of Theodore Roosevelt in the Badlands;

Serve the traveling public, providing for their comfort while visiting historic Medora, the Badlands, and Theodore Roosevelt National Park.

## Our Values

Have fun.

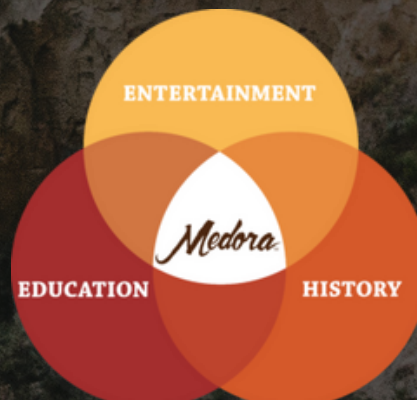
Show respect for people and place.

Live life with an ownership mentality.

Always be grateful.

Promote sales.

## Our Focus





# Let's collaborate!

We love sharing our story with the world, and we love to see how others can help us tell Medora's story. Let's work together to create unique stories of Medora, the history of the Badlands and Theodore Roosevelt, and all the attractions we offer.

We're always ready to help and typically respond within 24 hours. Please reach out!



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