



Theodore Roosevelt™

MEDORA FOUNDATION

History • Education • Entertainment



MEDIA KIT



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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.

WHO WE ARE

The Theodore Roosevelt Medora Foundation (TRMF) is a nonprofit dedicated to connecting people to positive, life-changing experiences in Medora, North Dakota. Through world-class hospitality and live entertainment, TRMF welcomes guests from around the world to experience the Badlands and the legacy of Theodore Roosevelt in the American West.

Founded in 1986 through the vision and generosity of businessman and philanthropist Harold Schafer, TRMF was established to ensure Medora would remain a vibrant destination and to preserve the town's historic character for future generations. That founding purpose continues to guide its work today.

OUR TEAM

Figures current as of 6/18/2026. Numbers naturally fluctuate throughout the year.

94 Full-time employees 740 Volunteers for 2026
362 Seasonal & part-time employees

OUR GUESTS

Totals are based on 2025 records.

109,263 Medora Musical attendees 41,530 Lodging property nights
41,823 Pitchfork Steak Fondue meals 18,378 Bully Pulpit Golf Course rounds

OUR VALUES

- ★ Have **fun**.
- 👤 Show **respect** for people and place.
- 🔑 Live life with an **ownership** mindset.
- ♥ Always be **grateful**.
- 💰 **Sell** like Schafer.



WHAT WE DO

Medora is North Dakota's leading tourism destination, drawing hundreds of thousands of visitors annually from across the United States and abroad. At its center is the *Medora Musical*, a nationally recognized outdoor production that has entertained more than **5 million guests over 62 years** and remains a signature tradition for generations of families.

TRMF operates and supports a full range of guest experiences, including lodging, the Pitchfork Steak Fondue, Bully Pulpit Golf Course, and additional attractions that make Medora a complete destination experience.

OUR IMPACT

TRMF supports the long-term vitality of Medora through preservation of the landscape and its history, development of visitor experiences, and continued investment in operations that support hundreds of thousands of guests each year.

This commitment includes the donation of 3.5 acres of land for the Theodore Roosevelt Presidential Library, helping strengthen Medora's role in preserving and sharing the legacy of Theodore Roosevelt.

Through continued investment and stewardship, TRMF helps ensure Medora continues to thrive for generations to come.



NATIONAL GEOGRAPHIC
The Best Places in the World to Travel to in 2026
(North Dakota Badlands, U.S.)

USA TODAY
#1 Best Public Golf Course
(Bully Pulpit Golf Course - 2025)

RV LIFE
2025 Best of the Best
(Medora Campground)

HGTV
50 Best Christmas Towns in the U.S.
(Medora, North Dakota)

TRAVEL WEEKLY
Overall-Family Destination Magellan Award - Gold
(TRMF Summer Entertainment - 2025)



WHY MEDORA MATTERS

As America celebrates its 250th anniversary, Medora offers visitors the opportunity to experience the people, places, and stories that helped shape the nation. From Theodore Roosevelt's journey in the Badlands to Harold Schafer's preservation efforts and the opening of the Theodore Roosevelt Presidential Library, Medora is where American history comes to life.

STORIES THAT DEFINE MEDORA

The Man Who Saved Medora

Nearly a century after Roosevelt, Harold Schafer saw something special in Medora. The founder of Gold Seal Company and Mr. Bubble invested millions of his own dollars to preserve the town's history, restore its landmarks, and create attractions like the Medora Musical. Without Harold Schafer's vision and the creation of the Theodore Roosevelt Medora Foundation, the preservation of history and modern Medora revival may not have happened.

The Place That Made a President

Following the devastating loss of both his wife and mother on the same day in 1884, Theodore Roosevelt returned to the Badlands seeking healing and purpose. The experiences he gained in Medora helped shape the leader who would become the 26th President of the United States and one of America's greatest conservationists.

America's 250th Celebration in the Badlands

With the opening of the Theodore Roosevelt Presidential Library and the continued preservation of Roosevelt's legacy, Medora stands at the center of one of America's most significant anniversary celebrations.



SIGNATURE MEDORA EXPERIENCES

Medora Musical

For more than 60 years, the Medora Musical has celebrated the American spirit beneath the Badlands sky.

Currently produced by RWS Global, this North Dakota cultural institution has welcomed more than 5 million guests and remains one of the nation's most iconic outdoor productions.

Trail Rides

Trail rides offer visitors the opportunity to experience the North Dakota Badlands on horseback with guided rides through the scenic landscape surrounding Medora. Available for riders of varying experience levels, the excursions provide a unique perspective of the region's terrain, wildlife, and Western heritage.

Bully Pulpit Golf Course

Named USA Today's #1 Best Public Golf Course in 2025, Bully Pulpit offers a one-of-a-kind golf experience carved into the North Dakota Badlands.

Point to Point Park

Point to Point Park is Medora's family adventure destination, featuring a lazy river, zip lines, and outdoor activities for kids of all ages.

Harold Schafer Center

Discover the remarkable legacy of Harold Schafer from creating Mr. Bubble to preserving Medora for future generations at the Harold Schafer Heritage Center.

SCAN FOR MEDIA ASSETS



CONNECT WITH US

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MEDORA MUSICAL



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BULLY PULPIT GOLF COURSE



@BullyPulpitGolf



@BullyPulpitGolf

ADDITIONAL EXPERIENCES



@TheodoresDiningRoom



@MedoraRidingStables



@MedoraRidingStables

SCAN FOR ALL TRMF SOCIAL CHANNELS

Media, updates, and
behind-the-scenes from
Medora & our
signature experiences



