



CELEBRATE 100 YEARS OF
Charlie Russell's Legacy

You Are Invited to Participate in the • The Charlie Russell Legacy Parade

Saturday, October 10, 2026 • 10:00 AM

Central Avenue • Great Falls, Montana

The C.M. Russell Museum invites your group, club, organization, or business to march alongside history in the Charlie Russell Legacy Parade — a once-in-a-century celebration honoring the life, art, and enduring legacy of one of America's most beloved Western artists.

Charlie Russell arrived in Montana in 1880. One hundred years after his passing, Great Falls comes together to celebrate the West he painted, the people he loved, and the stories he left behind. This parade will wind through the heart of downtown, bringing together cowboys, First Peoples, first responders, musicians, artists, and communities from across the region.

We want YOU to be part of it.

PARADE THEMES

This year’s parade celebrates:

- Living Art — bringing Russell’s paintings to life
- Legends of the West — cowboys, ranchers, and the open range
- First Peoples — honoring the nations Russell painted and admired
- Man vs. Nature — the untamed wilderness of the Montana frontier
- Nature & Wildlife — the animals and landscapes of the Great Plains
- Whimsy — imagination, creativity, and community spirit

WHO WE’RE LOOKING FOR

We welcome entries from a wide range of participants, including:

GROUPS & ORGANIZATIONS	PERFORMERS & ATTRACTIONS
Ranches & Riding Clubs	Marching Bands & Musicians
First Nations Dancers & Riders	Living History & Reenactors
Car Clubs (Model Ts & Classics)	Theater & Drama Groups
Rodeo Teams, Queens & Clowns	Artists & Float Builders
Scout Troops & Youth Groups	Chuckwagon & Working Outfits
First Responders & Veterans	Schools & Community Organizations
Civic & Service Organizations	Businesses & Sponsors

IMPORTANT PARADE GUIDELINES

- All entries must align with the parade’s themes — entries are juried by the committee
- No political entries or messaging
- Candy and items must be handed directly to spectators — no throwing
- All animals must be attended to; riders and owners are responsible for cleanup
- The parade route runs along Central Avenue in downtown Great Falls
- Estimated parade duration: 45 minutes — plan for approximately 20–30 total entries

Ready to join us?

Complete and return this application to the C.M. Russell Museum.

Questions? Call Sarah Adcock: 406-604-4741 | sadcock@cmrussell.org
400 13th St N • Great Falls, MT 59401

The Charlie Russell Legacy Parade

Official Entry Application

Saturday, October 10, 2026 • 10:00 AM • Great Falls, MT

Please complete all sections and return this application to the C.M. Russell Museum. Applications are reviewed by the parade committee. Submission does not guarantee entry. You will be notified of your acceptance.

Deadline: Application deadline September 6, 2026

Return to: Sarah Adcock — C.M. Russell Museum, 400 13th St N, Great Falls, MT 59401 | sadcock@cmrussell.org

Questions: Call Sarah Adcock: 406-604-4741 | sadcock@cmrussell.org

SECTION 1: CONTACT INFORMATION

Organization / Group
Name

Contact Person

Mailing Address

City, State, Zip

Phone Number

Email Address

Website / Social Media

SECTION 2: ENTRY DESCRIPTION

Describe your entry (what will you bring, wear, or perform in the parade?):

How does your entry connect to the parade themes?

SECTION 3: ENTRY TYPE — SELECT ALL THAT APPLY

- ☐ Walking group / marching unit
- ☐ Float (vehicle-pulled)
- ☐ Equestrian / mounted riders
- ☐ Vehicle (classic car, truck, or other)
- ☐ Marching band / musical group
- ☐ Performance / living art

☐ Other: _____

SECTION 4: LOGISTICS

Estimated # of People _____

of Vehicles (if any) _____

of Animals (if any) _____

Special needs or requests (space, power, accessibility, staging, etc.):

SECTION 5: SUBMISSION FEE

A **\$25.00 entry fee** is due with your application and may be paid by check, cash, or online. Make checks payable to the C.M. Russell Museum. As our way of saying thank you for showing up and being part of this historic day, **your \$25.00 will be refunded in full on parade day.**

Payment Method

☐ Check (payable to C.M. Russell Museum)

☐ Cash

☐ Online

SECTION 6: LIABILITY & INSURANCE

All entries with **motorized vehicles** are required to provide proof of insurance prior to the parade. If needed, we can send you an insurance form to complete. Please indicate your liability coverage status below.

Liability Policy?

☐ Yes, we carry a liability policy

☐ No

Insurance Carrier

Policy Number

Motorized Vehicle?

☐ Yes — proof of insurance required (we can send you a form)

☐ No

SECTION 7: AGREEMENT & SIGNATURE

By signing below, I confirm that our entry will comply with all parade guidelines, including:

- Entry content aligns with the parade themes and is family-friendly
- No items will be thrown — all handouts given directly to spectators
- Animal owners/riders will clean up after their animals
- We understand our entry is subject to review and may be declined by the committee

Signature

Printed Name

Title / Role

Date

Thank you for being part of this historic celebration!

The C.M. Russell Museum — Great Falls, Montana