



THE COWBOY CHANNEL HONORS JOHN WAYNE WITH “DUKETOBER” – A JOHN WAYNE MONTH LONG MOVIE MARATHON FILLED WITH CLASSIC JOHN WAYNE MOVIES AND 50th ANNIVERSARY SPECIAL EVENT OF “BIG JAKE”

Special Guests for the John Wayne 50th Anniversary Celebration to Feature Panel Discussion with Family Members Ethan and Patrick Wayne

October 7, 2021 - Fort Worth, Texas – The Cowboy Channel, the official network of ProRodeo and the first 24-hour television network totally dedicated to western sports and the western lifestyle, is making a big splash celebrating John Wayne, the most famous Hollywood Cowboy of the 20th Century, by officially renaming the month, “Duketober.” Throughout the entire month of October, classic John Wayne movies will be broadcast and streamed for fans to enjoy among other western lifestyle programming.

“The [John Wayne: An American Experience](#) (JWAAE) museum in the Fort Worth Stockyards has created a perfect synergy for the Cowboy Channel to highlight this incredible western film legend and showcase many of his classic films for our audience,” said Cowboy Channel CEO Raquel Koehler Gottsch. “Our fans absolutely adore John Wayne and we couldn’t be happier to have a great relationship with his family and be able to share his movies with our audience and dedicate an entire month to such a western star legend.”

Beginning this month many of the classic John Wayne films can be viewed multiple times throughout “Duketober,” a John Wayne movie marathon for The Cowboy Channel and RFD-TV cable audience and streaming on Cowboy Channel Plus as well as RFD-TV Now.

On November 3rd , culminating a month-long movie marathon, The Cowboy Channel is hosting a special 50th anniversary event for the film “Big Jake,” and will have a live panel discussion about the famous actor’s career and all of his films with sons Ethan and Patrick Wayne who also star in the film. The event will also feature “Big Jake ” film

star Christopher Mitchum and the “Big Jake” hat on loan from John Wayne: An American Experience. Other commemorative items can also be purchased at JWAAE. Tickets to the special anniversary event are \$40 and can also be purchased online.

“He would be thrilled to learn that so many people still cherish his films after all these years and I know he’s smiling somewhere,” said son Ethan Wayne.

The Cowboy Channel will also feature a Halloween movie marathon and fans can tune-in to such classics such as Rio Grande, Sand of Iwo Jima, and The Shootist. The complete broadcast schedule can be found HERE: <https://www.thecowboychannel.com/john-wayne-movies>

The Cowboy Channel is the official network of PRCA and the first 24-hour television network totally dedicated to western sports and the western lifestyle. Headquartered in the Fort Worth Stockyards, The Cowboy Channel also features a wide variety of “live” coverage from major western events showcasing the world’s toughest and most talented cowboys and cowgirls. The network reaches 42 million homes on cable/satellite systems on Altice, Charter Spectrum, DISH, DIRECTV®, AT&T U-Verse, Cox, Comcast, Mediacom, Verizon FIOS TV, and many other rural cable systems. The Cowboy Channel can also be streamed online via The Cowboy Channel Plus at cowboychannelplus.com, DIRECTV NOW, Roku, iOS, Android, Firestick, Apple TV, and Sling TV’s Heartland Extra package. For more information, please visit thecowboychannel.com

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For More Information
Heather Krug for The Cowboy Channel
heather@heatherkrug.com