

# THE WORLD NEEDS MORE COWBOYS

## INCLUSIVE, BY DESIGN

“The World Needs More Cowboys” is a campaign that redefines what it means to be a cowboy in the 21st Century.

Inspired by the spirit of the people of Wyoming and the University itself, the campaign is a progressive rallying cry: an opportunity to celebrate those who refuse to accept the constraints of convention.

This is not a campaign to reinforce regressive stereotypes of Cowboys from the pop-cultural past. This a campaign to re-write them.

Every age has its Cowboys: those outside thinkers, who look at the world not as it is, but as it could be. Cowboys are people who see possibilities that others overlook. Cowboys dig beneath the surface by relentlessly questioning what many blindly accept. Cowboys act to break down the barriers that stand between them and the world they wish to see.

History is replete with Cowboys.

Galileo, who challenged the dogma of Geocentrism.

Mary Wollstonecraft, who rejected the notion of separate gender spheres.

Martin Luther King, Jr., who dreamt of a truly equal world.

Malala Yousafzai, who refused to let a fundamentalist's bullet stop her from her ensuring that her voice is heard.

They're all Cowboys.

And the future will be filled with even more.

Because the University of Wyoming will be their springboard: the institution that propels those visionary enough to imagine a better world into a position to make it.

UW is a place that enables the relentlessly curious to break through the barriers that stand between them and a better world.

The Cowboy spirit is the very thing the University of Wyoming looks for in its students. The Cowboy is the iconic mascot that galvanizes and excites our UW community. It's the ethos that the university has fostered since its inception.

“The World Needs More Cowboys” campaign is inclusive, by design.

It's an opportunity for the university to celebrate people in every corner of its community--from students to faculty and from staff to alumni.

Because at UW, Cowboys come in every sex, shape, color, and creed.

They come from all over. Places like Wyoming, Montana, Delaware, and Nigeria.

They have a shared spirit.

The kind of spirit that longs for something to prove.

The kind that emboldens those who possess it to stand on the perimeter of progress and charge into the unknown with unbendable optimism.

The world needs more people to pick up the torch of progress and fearlessly venture onwards.

The World Needs More Cowboys.



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OF WYOMING