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President Reagan's Cowboy Spirit Inspires New Exhibit, "Cowboys: History & Hollywood," at the Reagan Library

New exhibition celebrates the enduring legacy of the American Cowboy, featuring a Robinson R22 helicopter used for modern animal mustering, arriving at the Reagan Library next week.

SIMI VALLEY, CA—The Ronald Reagan Presidential Foundation and Institute (RRPFI) today announced its new exhibition, "Cowboys: History & Hollywood," which will open on October 18, 2025, and run through April 19, 2026. The exhibition will take visitors on a journey through the reality and the cinematic allure of the American cowboy—an enduring symbol of strength, self-reliance, and freedom.

Blending true Western history with Hollywood mythmaking, the 10,000-square-foot exhibition will feature authentic gear, rare photographs, historic artifacts, and memorabilia from classic Western films that shaped the cowboy image we know today. Visitors will discover how the cowboy became a cultural icon whose influence extends far beyond the open range.

"It's a privilege to present an exhibition that explores both the history and the Hollywood magic of the American cowboy," said David Trulio, President & CEO of the Ronald Reagan Presidential Foundation and Institute. "President Reagan himself embodied the cowboy spirit through his values of hard work, liberty, and determination. This exhibition not only celebrates the cowboy as an American icon, but also reflects the leadership qualities that President Reagan held dear."

The upcoming exhibition explores how the work of cowboys has changed, from riders on horseback to today's modern animal management. Visitors will see how herding methods have advanced from dusty trails to helicopters and ATVs, culminating in a showstopping centerpiece: a [Robinson](#) R22 helicopter used to round up cattle. This aircraft will make its arrival on the Reagan Library's South Lawn next Tuesday, September 23, before taking its place in "Cowboys: History & Hollywood" as a striking example of the modern cowboy's tools of the trade.

"While many view Robinson helicopters as personal transportation, a large percentage of the nearly 15,000 aircraft we've produced are tools for tough jobs," said Robyn Eagles, vice president of global marketing and communications at Robinson Helicopter Company. "Across the world, our R22s are the horsepower of the 21st century, equipping modern cowboys in mustering sheep, cattle, and

other animals. We are honored to share the stories of our owners and operators and be a part of this exhibit with a Retro Ronald Reagan-branded R22.”

Additional highlights of “Cowboys: History & Hollywood” include:

- Dozens of historic saddles, cowboy hats, firearms, and other cowboy equipment from the 19th and early 20th centuries;
- Roy Rogers’ Trigger and Bullet, the beloved horse and dog that became television legends, along with Rogers’ wife Dale Evans’ horse, Buttermilk;
- Iconic Hollywood costumes, objects and artifacts from *Yellowstone*, *Guns Smoke*, *Back to the Future Part III*, *Nope*, and, *Annie Get Your Gun*;
- Items belonging to John Wayne, Clint Eastwood and President Ronald Reagan, showcasing their connection to the cowboy image;
- President Reagan’s 1953 Willys Jeep CJ-6, which he drove at Rancho del Cielo;
- An NSYNC tour cowboy costume;
- Autographed guitar of Lee Greenwood, “God Bless the USA” singer;

President Ronald Reagan once said, “I seem to remember a famous country and western song warning mothers not to let their babies grow up to be cowboys... The song forgot that cowboys can sometimes grow up and be President.” To learn more about the cowboy way of life and how President Reagan himself embraced the cowboy persona, purchase tickets to this upcoming exhibit on the Reagan Library [website](#).

About the Reagan Foundation and Institute

The Ronald Reagan Presidential Foundation and Institute (RRPFI) is the sole nonprofit organization created by President Reagan charged with advancing his legacy and principles – individual liberty, economic opportunity, freedom and democracy, peace through strength, and national pride.

A globally recognized nonpartisan organization based in Simi Valley, CA, with a leading policy institute in Washington, DC, RRPFI delivers impactful public affairs programming, policy convenings and projects of national and international significance, and distinctive educational initiatives. In addition, RRPFI sustains the Ronald Reagan Presidential Library and Museum, the largest and most visited presidential library, which routinely hosts major special exhibitions.

An hour from Los Angeles International Airport, RRPFI’s Simi Valley campus sits on 400 acres, serves as the final resting place of America’s 40th President and former First Lady Nancy Reagan, displays a chunk of the Berlin Wall, and houses the plane President Reagan flew on as Air Force One to 26 countries. Onsite are the Reagan Center for Public Affairs, Presidential Learning Center, Air Force One Pavilion, and the Reagan Leadership Center. More information is available at www.reaganfoundation.org.

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