



Short Synopsis:

Roy Rogers and Dale Evans take you on a trip down memory lane, as they host King of the Cowboys, an exclusive collection of the best Roy Roger's movies, authorized by the Roy Rogers Estate. Each movie is introduced by Roy and Dale in a special feature, Happy Trails Theater, and are joined by a host of your favorite western stars, including Gene Autry, Iron Eyes Cody, Pat Brady, Ruth Terry, Roy "Dusty" Rogers Jr., Pat Butram and more! So saddle up with Roy, Dale, Trigger, Bullet and the rest of the gang for hours of wholesome, western family entertainment.

- 20 Feature Films! Many in Color
- Digitally Remastered for the Best in Audio and Digital Quality
- Compiled with the assistance of Roy "Dusty" Rogers Jr. and Jeffrey Kramer

Target Audience: Western movie lovers! Singing cowboy fans!

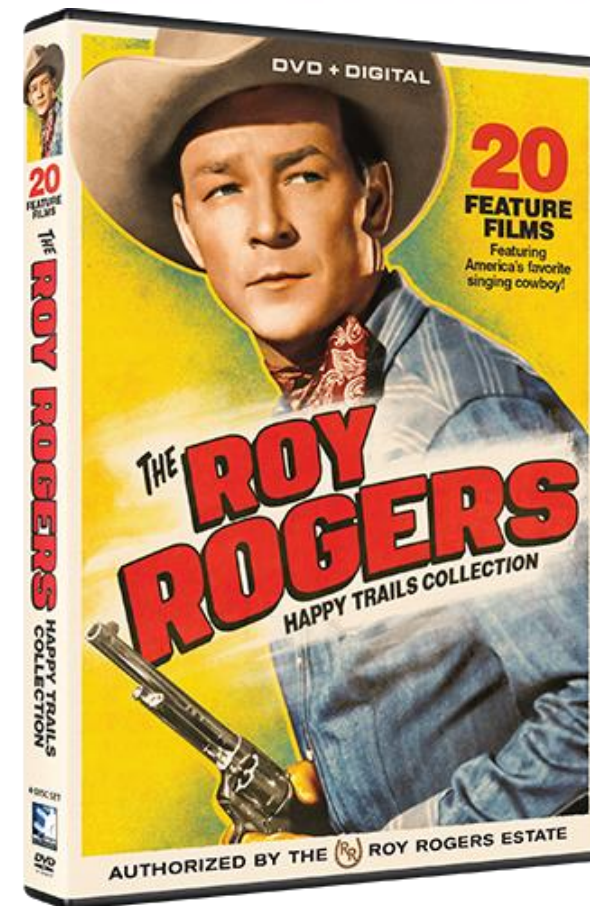
Notable Cast/Crew: Roy Rogers, Dale Evans, Trigger – his horse

Key selling points:

- Over 23 hours of timeless western movies
- Features over 1 hour of extensive bonus features!
- Mill Creek Entertainment has sold more Roy Rogers starring DVDs than any other home video distributor
- Rogers became a matinee idol, a competitor with Gene Autry as the nation's favorite singing cowboy.
- Roy Rogers was the first and favorite American cowboy
- In 1976, Rogers was inducted into the Western Performers Hall of Fame at the National Cowboy & Western Heritage Museum in Oklahoma City, Oklahoma, and in 1995 he was inducted again as a founding member of the Sons of the Pioneers.
- Roy Rogers was the only person to be elected twice to the Country Music Hall of Fame: first in 1980 as a member of the original Sons of the Pioneers, and then in 1988 as an individual, for his own career achievements.

Clip Link: <https://youtu.be/exFo3hmTIZY?t=5>

Website Link: <https://www.millcreekent.com/roy-rogers-the-estate-collection-dvd-digital.html>



Title	UPC	Item #	Format	Genre	SRP	Aspect Ratio	Rating	Runtime	# Disc
The Roy Rogers Happy Trails Collection – DVD + Digital	683904548245	54824	DVD + Digital	Western	\$19.98	Full Screen	Not Rated	23 hr 8 min	4