

**Contact:**

Rhonda Reese, General Manager

or

Jill Schroeder, Event Coordinator

Midwest Horse Fair®

920.623.5515

[press@midwesthorsefair.com](mailto:press@midwesthorsefair.com)



**APRIL 20, 21 & 22 - 2012**  
[www.MidwestHorseFair.com](http://www.MidwestHorseFair.com)

**FOR IMMEDIATE RELEASE**

**This one will go down in history: Midwest Horse Fair® announces 2012 Theme**

Madison, WI, August 2, 2011 —April 20, 21, 22—2012 will undoubtedly be a historic weekend as the Midwest Horse Fair® gears up to present its 33<sup>rd</sup> annual event with the theme, *Horse Heritage*. Celebrating horses throughout the past and focusing on the contributions that equines have made to the world will be reflected in the clinicians, events, and breed demonstrations that will be presented during this three-day event.

“History was written on the back of the horse,” explains Rhonda Reese, General Manager of the Midwest Horse Fair®. “This inscription at the Kentucky Horse Park emphasizes the significance that horses have played in the history of mankind and now the Midwest Horse Fair® is planning on celebrating these traditions at our 2012 event with the theme of *Horse Heritage*.”

With 52,000 in attendance at the 2011 fair, next year’s event promises to showcase the distinctive attributes of the over 40 breeds on display. Reese goes on to say that, “Although the horses’ role has changed over the last millennia, one thing has remained the same and that is the passion and commitment that horse owners and horse-lovers both share.” Fairgoers can expect to see presentations focusing on traditional trades, clinicians specializing in a wide variety of disciplines and be wowed during the evening performances.

Started in 1979, the Midwest Horse Fair® has been continuously growing, with a strong focus on education and high-quality entertainment for individual horse owners, families, and those who just love horses. Over 500 exhibitors offer unique shopping and educational opportunities. Demonstrations and ongoing entertainment, along with hundreds of clinics, seminars, and events throughout the weekend offers something for everyone. Nearly 700 horses of over 40 breeds, will be performing, competing, or on display throughout the weekend.

Visit the Midwest Horse Fair® website at [www.MidwestHorseFair.com](http://www.MidwestHorseFair.com) to stay up to date on all of the clinicians, competitions, and shows that will make up the weekend. Become a fan of the Midwest Horse Fair® on Facebook for instant access to all of the latest information. Mark your calendar for April 20, 21, 22—2012 and plan to attend the Midwest Horse Fair® as we journey through the past and honor the ages...

For additional information, visit [www.MidwestHorseFair.com](http://www.MidwestHorseFair.com) or contact the Midwest Horse Fair® by phone at (920) 623-5515 or e-mail [press@midwesthorsefair.com](mailto:press@midwesthorsefair.com).

###

**Media Notes:**

- Contact Rhonda Reese or Jill Schroeder at 920.623.5515 to schedule interviews or photo opportunities
- Visit [www.MidwestHorseFair.com](http://www.MidwestHorseFair.com)