

Contact:

Peter Raisch, 608-288-9000 ext 141
praisch@kennedyc.com

FOR IMMEDIATE RELEASE



What Weighs More than 30 Wisconsin Offensive Linemen and is as Tall as the Tallest UW Basketball Player

The 2011 Midwest Horse Fair® has the answer

April 4, 2011, MADISON, WI - Madison is known for big. The University of Wisconsin's football team is often considered the largest in the sport, and its basketball team is revered for its height. Those players just got a run for their money as the Midwest Horse Fair® welcomes two equine acts set to redefine the term 'big' in Madison: Big Jake and the Priefert Hitch.

Big Jake



On March 26, 2010, Big Jake was officially named the world's tallest living horse by Guinness World Records™. Big Jake stands six feet, 10 and three-quarter inches tall, or in the horse world, it is said he is 20 hands, two and three-quarter inches (one hand equals four inches and horses are measured from the ground to their withers, which is the ridge between their shoulder blades).

Those measurements put him on par with J.P. Gavinski, the tallest listed member of the UW-Madison basketball team.

Big Jake was born in Nebraska and weighed in at 240 pounds at birth. He came to Smokey Hollow Farm near Poynette as soon as he was weaned from his mother. It was decided that due to Big Jake's unusual size, Smokey Hollow Farm wanted to explore the possibility of Big Jake holding the world's record. He now weighs in between 2,500 and 2,600 pounds, and eats about 40 pounds of hay and eight gallons of oats every day.

The Priefert Hitch

Big Jake is not the only attraction this year to stand out in a crowd. The Priefert Percherons, weighing in at 1,870 lbs to 2,370 lbs. with names like Kong and Shaq, will be featured at the fair for the seventh straight year.

Steered by Texas-based Jason Goodman, these horses can collectively weigh more than an entire football team.

After cultivating their first team in 2002, the Priefert family has gone on to showcase their draft horses in arenas and shows around the country.



For more information, visit <http://www.priefertpercherons.com/>.

The Midwest Horse Fair[®] expects tens of thousands of attendants for this year's fair, which includes the PRCA Rodeo presented by Mills Farm Fleet and Science Diet, the Nutrena[®] \$40,000 Grand Prix, Reining with the Stars, dozens of clinics and hundreds of vendors.

About the Midwest Horse Fair[®]

The Midwest Horse Fair[®] is owned by the Wisconsin State Horse Council, Inc. All proceeds from the Fair are returned to the WSHC and are used to represent and foster a unified equine industry in Wisconsin, promote the equine through leadership, education, service and communication, and to take a proactive role in the future growth and development of the equine industry.

For more information or to set up an interview, contact Peter Raisch at 608-288-9000 ext. 141 or at praisch@kennedyc.com.

###

If you go:

When: April 15, 16 and 17, 2011

Where: Alliant Energy Center, Madison, Wis.

Hours: Friday, April 15 – 8 am – 7 pm; Saturday, April 16, 8 am – 7 pm; Sunday, April 17, 8 am – 5 pm

Tickets: Daily admission \$10 in advance; \$15 at the gate. There is no additional charge for parking. Children 7 & under free.

Nightly show tickets are available through TicketMaster and are in addition to your admission ticket.