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FOR IMMEDIATE RELEASE

Driving with an expert at the Midwest Horse Fair®



MADISON, WI, February 9, 2011 - Beginning his career in 1974, Bill Lower is one of the few long-time driving experts in the United States. Lower still passes on his knowledge, experience, and expertise at clinics throughout the United States and Canada and he will be one of the guest clinicians at the 2011 Midwest Horse Fair®. Each year this equine expo, held

April 15-17, 2011 at the Alliant Energy Center in Madison, Wis., brings in an incredible array of top clinicians and exhibitors from all over the country.

Lower's years of experience and expertise have led to many impressive accomplishments including the winner of the USET's 1981 National Four-In-Hand Championships. His competition success continued when he was selected to represent the United States Team in the 1987 World Pairs Championships and going on to win the USET's 1990 National Pairs Championships.

This expertise made him a much sought after coach by many top U.S. competitors of combined driving. Advanced single pony drivers such as Shelly Temple, Muffy Seaton and Charolette Trentelman are current students that Lower has brought up through the driving levels.

Lower currently resides in Williston, Florida with his wife Sherri, where they are active members within the driving community.

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.

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 additional information, visit www.midwesthorsefair.com or contact the Midwest Horse Fair® by phone at (920) 623-5515 or e-mail press@midwesthorsefair.com.

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Media Notes:

- Contact Rhonda Reese or Jill Schroeder at 920.623.5515 to schedule interviews or photo opportunities
- Visit www.midwesthorsefair.com