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FOR IMMEDIATE RELEASE

Expert farrier talks hoof health at Midwest Horse Fair®



MADISON, WI, January 6, 2011 - A widely-recognized expert in the field of Applied Equine Podiatry will be speaking at the 2011 Midwest Horse Fair®. KC La Pierre travels extensively teaching horse owners, veterinarians, horse trainers, and farriers “whole horse hoof care.” He will be sharing that expertise at the Midwest Horse Fair®, one of the nation’s top three day equestrian events, held April 15-17 at the Alliant Energy Center in Madison, Wis.

Being a registered journeyman farrier for over 25 years, La Pierre has created a whole new science of hoof care that is sweeping the nation and abroad. He is the founder of the Institute of Applied Equine Podiatry, Inc. where hundreds, from over ten countries, have graduated.

La Pierre has conducted extensive research on equine podiatry topics as diverse as performance hoof wear, laminitis and founder, the Internal Arch Apparatus™, and advanced energy management of the hoof on both wild and performance horses. He has shared the results of his findings in lectures at horse expos, industry meetings, and universities both here and abroad.

The Midwest Horse Fair® is owned by the Wisconsin Horse Council, Inc. All proceeds from the Fair are returned to the WHC 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