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FOR IMMEDIATE RELEASE

A Blockbuster 2011 Midwest Horse Fair®



MADISON, WI, April 25, 2011 - The 2011 Midwest Horse Fair® rolled up the red carpet on another successful equine experience. The theme was “StarGrazing” and the stars of the horse world were shining during the April 15-17 event held at the Alliant Energy Center in Madison, Wis. From show jumping to rodeo, competitions to pony rides, the 2011 Midwest Horse Fair® offered something for everyone.

The weather also provided a little something for everyone with rain, wind, snow and sun throughout the weekend. The hardy horse people of the Midwest did not let the challenging weather deter their plans, and attendance for the three-day weekend totaled 52,000 people.

Watching the star clinicians, who traveled from all over the country, was a favorite for many of the attendees; most of the seats in the John Deere Coliseum, Nutrena Arena, Hutchison HW Brand Arena and Round Pen, and Andis Demo Arena were filled during the day. Educational workshops were held inside Nutrena Hall, with experts such as veterinarians, trainers, and professional horsemen and women sharing their knowledge.

Walking through the barns to view the many different breeds of horses was enjoyed by horse lovers, families, and first-time Midwest Horse Fair® attendees. The Kids Korral had a steady stream of young visitors who were able to participate in a wide variety of horse-themed activities, pony rides, and visits with the Lone Ranger and Silver. Hundreds of exhibitors provided a unique shopping experience, and attendees were sure to find anything and everything for their horses, or themselves.

Several special “StarGrazing” features were held during the 2011 Midwest Horse Fair®, including the Midwest Horse Fair® Rodeo, presented by Mills Fleet Farm & Science Diet. The Barnes PRCA Rodeo, the longest family run rodeo business in the U.S., brought their world-class rodeo action back for a second year.

The Nutrena \$40,000 Grand Prix, an event that showcased some of the finest horse and rider teams competing in the sport of show jumping had 27 entrants. This exciting event was won by 16 year-old Nora Laue from Wilmette, Illinois, on Peninsula Kheelan.

The Wind Rider Challenge, a unique all-breed, cross-disciplinary competition returned for a second year of competition with more entrants and more opportunities. This event was not only entertaining, but also educational to watch as internationally-known clinicians Bob Jeffreys and Suzanne Sheppard worked with each entrant to bring out the very best in these horse and rider teams. Jessica Smith-Bagley of Madison, Wis. won the 2011 Midwest Horse Fair[®] Wind Rider Challenge.

New this year was Blain's Farm & Fleet Search for the World's Most Beautiful Horse. Forty-five horses with the highest number of online votes, along with scores given by a distinguished group of judges, were invited to grace the runway at the Midwest Horse Fair[®] and earn the title of the World's Most Beautiful Horse. Six horses were selected as semi-finalists, with the Morgan stallion, Hylees Galaxy's Wild Irish, owned by Hylee Farms of Mount Horeb, Wis., named Blain's Farm & Fleet World's Most Beautiful Horse.



Reining with the Stars, presented by Roper Apparel and Footwear, pitted local celebrities against each other for a fun reining competition that benefited the Madison Affiliate of Susan G. Komen for the Cure. After excellent performances by all of the celebrity riders, Better Horses Radio Show host, Ernie Rodina was named the winner.

Blacksmiths from all over the country gathered for the first regional competition of the 2011 season for the World Championship

Blacksmiths, a series of qualifying horseshoeing competitions that lead up to a National Championship. There were 45 blacksmiths who exhibited their talents in this age-old art, and competed in several different categories throughout the weekend. The overall winner was Jake Engler of Magnolia, Texas.

Overall, there was so much to see and do at the 2011 Midwest Horse Fair[®] that it was a challenge to get it all in – that is why preparations for the 2012 Midwest Horse Fair[®] are already underway. The 2012 Midwest Horse Fair[®] will be held April 20, 21, and 22, 2012 at the Alliant Energy Center, Madison, Wis. Join us for a journey through the past and honor the ages as the Midwest Horse Fair[®] 2012 looks at “Horse Heritage.”

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. Visit www.midwesthorsefair.com.

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