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FOR IMMEDIATE RELEASE

Midwest Horse Fair® welcomes Great American Cowboy



MADISON, WI, November 24, 2010 -The recent Project Cowboy winner in the Great American Cowboy competition, Mike Major, will be one of the equestrian celebrities 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. With the 2011 theme of “StarGrazing,” the Midwest Horse Fair® will be another opportunity to let the stars of the horse industry shine.

Born on a ranch in Miles City, Montana in 1955, Major comes from a long line of ranchers who raise cattle and horses. Major acquired his first ranch in New Mexico more than 30 years ago, and currently owns and operates three ranches.

Major and his wife, Holly, have a ranch located in Fowler, Colorado where they run 1,200 yearlings and about 150 head of Quarter Horses. They also have two ranches in New Mexico, which are cow calf operations.

Along with ranching, Major is a very successful horseman. He was the recent Project Cowboy Great American Cowboy competition winner in Fort Worth, Texas, and currently holds three AQHA world champion titles and one reserve champion title. Major has been showing for several years in AQHA, Ranch Horse Versatility, Ranch Horse of America, Reined Cow Horse Association, and National Cutting Horse Association. Major is also an accomplished roper.

In his younger years, Major was a very competitive bronc rider, bull rider and racehorse jockey. Today Major is always looking for ways to improve his horses, and horseman skills, striving to be one of the best in the horse and ranching industry.

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