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FOR IMMEDIATE RELEASE

NEWDA sponsors Olympic medalist at the Midwest Horse Fair®



MADISON, WI, February 3, 2011 - The NEW Dressage Association will sponsor the appearance of international competitor, Olympic dressage medalist, and 2010 World Equestrian Games medalist Steffen Peters at the 2011 Midwest Horse Fair®. Peters grew up in Germany, moved to the United States and became a U.S. citizen in 1992. In 1996, Peters and his horse, Udon, won a team bronze medal in dressage at the Olympic Games in Atlanta, Ga.

This internationally-known dressage competitor will be one of the outstanding clinicians featured at the Midwest Horse Fair®, April 15-17, 2011 at the Alliant Energy Center in Madison, Wis.

The NEW Dressage Association was established in 2009 in response to the changing needs of the Wisconsin dressage community. At NEWDA, the main focus is on education and community building, which this organization believes gives members the tools and environment needed to develop themselves as equestrians.

NEWDA is run by a group of very dedicated volunteers. Through their efforts, the organization conducts dressage clinics and shows, seminars and other educational programs, as well as publishing a monthly newsletter, and sponsoring year-end awards for members.

NEWDA will also be a sponsor of the Saturday evening VIP reception. In addition to Peters' scheduled demonstrations, he will be making appearances on Friday and Saturday at the NEWDA booth in the exhibition hall. Times are yet to be determined.

In 2006, Peters represented the U.S.A. at the World Equestrian Games in Aachen, Germany with Floriano where he helped the U.S.A. to a team bronze medal. In 2007, also with Floriano, he placed third at the World Cup in Las Vegas. In 2008 he represented the U.S.A. at the

Beijing Olympics with Ravel, placing fourth individually. In 2009 Peters and Ravel won the World Cup in Las Vegas. The pair also traveled to Germany, to compete at Aachen where they won all three days of competition. Most recently, Peters and Ravel won two bronze medals, one in the Grand Prix Special and the second in the Freestyle at the 2010 World Equestrian Games.

A major emphasis of the NEWDA is education through the promotion of the equestrian sport of dressage to other horse enthusiasts and the general public. For example, local chapters are always happy to provide riding groups and clubs with guest speakers or the names of qualified, experienced judges and instructors. The beauty of dressage training is that you don't need a fancy horse, expensive equipment or a big bank account to participate. NEWDA has established a grass roots show structure, which encourages participation by beginners in dressage. Visit the NEWDA website (www.newdressage.org) for more information.

With a theme of "StarGrazing," the 2011 Midwest Horse Fair[®] will offer opportunities for hundreds of clinics, seminars, and events that feature top horse professionals from all over the country. Demonstrations and ongoing entertainment appeal to both horse owners and those who just love horses. Visit the Midwest Horse Fair[®] website (www.midwesthorsefair.com) for more information.

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