

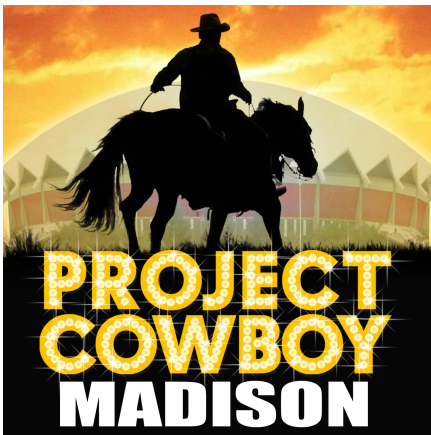
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FOR IMMEDIATE RELEASE

Cowboy Competition to Come to Madison



Madison, WI, October 14, 2011—Cowboy isn't the clothes you wear or the saddle you ride. Cowboy is a state of mind and Project Cowboy Madison seeks the individual who best represents the spirit of the cowboy.

Project Cowboy is a live event and reality show taping that will match cowgirls, cowboys and their horses for the chance to become a star, win \$10,000 and the title of "The Next Great American Cowboy."

Project Cowboy Madison will be showcased at the inaugural event, Taking The Reins presented by the Midwest Horse Fair® on August 17 & 18-2012. The Project Cowboy competition will begin on Thursday, August 16 and conclude with the finale Saturday evening. 250 cowboys will be narrowed down to the top 10 who will battle it out at the evening show. Competitors at the Project Cowboy competitions in Pomona and Sacramento, California will have the opportunity to redeem themselves at the Project Cowboy Madison.

The competition will include 7 rounds with 3 eliminations. Rounds include a variety of challenges from on-camera interviews to team roping. The audience can follow the path of their favorite cowboy and cheer them on to victory.

Project Cowboy was created by Patti Colbert and Tootie Bland Productions and first debuted in October 2010 in Fort Worth, TX. After a successful event, Project Cowboy will make the move to the Midwest to search for "The Next Great American Cowboy." Competitors may be filmed throughout the weekend for the possibility of being on a television program. The premiere Project Cowboy event was filmed and aired on RFD-TV on October 10 at 6:30 CST.

Applications will be accepted until July 9, 2012. Visit www.ProjectCowboy.net for more information. Find Taking the Reins on Facebook and save the date—August 17 & 18, 2012 to join us in Madison.

For additional information about this competition and to access the application and requirements, visit www.ProjectCowboy.net 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.TakingTheReins.net
- Visit www.ProjectCowboy.net