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**APRIL 20, 21 & 22 - 2012**  
[www.MidwestHorseFair.com](http://www.MidwestHorseFair.com)

**FOR IMMEDIATE RELEASE**

**World-Class Rodeo Action to Return to Midwest Horse Fair®**



November 21, 2011, Madison, WI--The Midwest Horse Fair® is pleased to bring back the Midwest Horse Fair® PRCA Rodeo presented by Blain's Farm & Fleet and Nutrena on April 20, 2012 at 7:30 pm. At the 2011 event, nearly 8,000 attendees packed the stands of the Veterans Memorial Coliseum in Madison, WI to get a glimpse of this extreme equine sport.

The champion rough stock of Barnes PRCA Rodeo will be on display during the seven standard competitions including: saddle bronc riding, bareback riding, bullriding, steer wrestling, team roping, tie-down roping, and barrel racing.

The Professional Rodeo Cowboys Association (PRCA), the governing body of rodeo in North America, will sanction the Midwest Horse Fair® Rodeo, presented by Blain's Farm & Fleet and Nutrena. In its 3<sup>rd</sup> year at the Midwest Horse Fair®, the 2012 PRCA rodeo is sure to be a crowd pleaser for all ages. In between the rounds, the audience will be wowed by the daring stunts of John Payne aka The One Arm Bandit, as he performs draw-dropping tricks. Several other specialty acts will be presented during the show.



**Please note:** A separate ticket is required for the evening shows. Reserved-seat tickets will go on sale on January 4, 2012. The Coliseum will be cleared each night and spectators must have a ticket to re-enter.

Backed by 80 years of innovative research and long standing relationships with some of America's leading universities, Nutrena knows what horses require to maintain optimum nutrition to develop properly, stay healthy and achieve optimal performance. Blain's Farm & Fleet stores are specialty discount retailers with 34 locations throughout the Midwest.

The weekend of the Midwest Horse Fair®, April 20, 21 & 22—2012, will be full of events for all horse lovers. Visit the Midwest Horse Fair® website at [www.MidwestHorseFair.com](http://www.MidwestHorseFair.com) to stay up to date on all of the clinicians, competitions, and shows that will make up the weekend.

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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](http://www.MidwestHorseFair.com)