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FOR IMMEDIATE RELEASE

Recent WEG medalist comes to Midwest Horse Fair®



MADISON, WI, December 1, 2010 -International competitor, Olympic dressage medalist, and 2010 World Equestrian Games medalist Steffen Peters will be one of the celebrities of the horse world at the 2011 Midwest Horse Fair®. Held April 15-17, 2011, at the Alliant Energy Center in Madison, Wis., the Midwest Horse Fair® offers unique shopping and educational opportunities for horse lovers and owners.

Peters, who lives in San Diego, CA, runs his training business along with his wife, Shannon, out of Arroyo Del Mar. Peters grew up in Germany where he started riding at the age of seven. He 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.

Peters has said, "I've spent most of my riding career bringing four and five year-old young horses through the levels to Grand Prix. To me there is no greater reward than spending six or seven years with a horse until they're confirmed at the highest level, and can go out and 'strut their stuff' with the best of them."

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 rocketed up the International Equestrian Federation Rankings to 4th place from 35th based on their 2010 World Equestrian Games performances. Peters and Ravel won two bronze medals, one in the Grand Prix Special and the second in the Freestyle. Of his accomplishment, Peters told dressage-news.com, "I would trade one of them in a heartbeat for a team medal, for all of us to share in a medal for America. We came so close..."

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.

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