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FOR IMMEDIATE RELEASE

Tommie Turvey brings extreme equine entertainment to Midwest Horse Fair®



MADISON, WI, December 23, 2010 - Equine extremist Tommie Turvey will be bringing his unique brand of equine entertainment and training methods to 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.

Turvey is a life-long hands-on horseman. Since the day he was born, he has been around horses. Whether it was riding at rodeos, on the farm or riding for a local livestock auction, Turvey was always on a horse. Forming a company, "Equine Extremist" in 1997 with his sister, Karen, Turvey travels the world performing in front of hundreds of thousands of people each year with his unique style of horsemanship and training abilities.

Performing his signature acts to sold out crowds, Turvey appears at some of the biggest shows in North America, including the National Finals Rodeo in Las Vegas, the Hollywood Charity Horse Show, Night of the Horse in Del Mar, the Toronto Royal, the PA Horse World Expo, the Fort Worth Stock Show and Rodeo, and the Washington International Horse Show.

His bay and white American Paint Horse, "Pokerjoe" is the star of the outfit. This horse is well known for his comedy antics, black mane, white tail, and is the most requested and remembered equine act around. In 2009, Pokerjoe was immortalized as a Breyer® Horse model.

Turvey's black and white Paint Horse, "Joker" who is the work horse of the bunch, was cast as the Celebration Breyer® Model Horse in 2006, showcasing his performances and television career. Joker's younger brother, Ace, is the star of Liberty. He is the lover of the group who steals the audience's heart with his soft gentle eyes.

In addition to being the most sought after entertainer in the industry, Turvey is in high demand as a clinician, and is known for his no-nonsense training ideals. People are amazed to see how simple it can be to create such an incredible bond with their horses. Turvey has worked with the likes of William Shatner, Linda and Pat Parelli, Clinton Anderson, and John Lyons, and has been a featured performer at Disney World in Paris, France; Medieval Times and Arabian Nights in Orlando, Florida and toured with the Royal Hannaford Circus.

As a professional stuntman and trainer, he has been involved with his horses in the recent movies "Jonah Hex," AMC's "The Walking Dead," "War Flowers," "Batman: Dark Knight," Larry the Cable Guy's "Witless Protection," and HBO's "John Adams." He is the most versatile horseman in the industry and gets the most out of his horses through consistency, discipline and respect. Turvey said, "The key in getting your horse to doing anything correctly is consistency in training and day to day contact. It's not the quantity of time, it's the quality. People think I train for hours on end. I want people to think in small steps and getting on the horses level. Don't get greedy."

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 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