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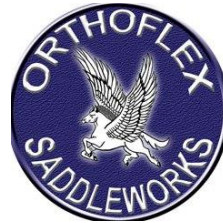
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FOR IMMEDIATE RELEASE

Wind Rider Challenge returns to Midwest Horse Fair®



MADISON, WI, December 16, 2010 - Bob & Suzanne's Wind Rider Equestrian Challenge, presented by Bob Jeffreys and Suzanne Sheppard, will be making a repeat performance at the Midwest Horse Fair® in 2011 with more entrants and an added day of competition. This all-breed, cross-disciplinary competition has been a box-office hit at equine expos and equestrian facilities across the United States and Canada and will take center stage at the Midwest Horse Fair®, April 15-17, 2011 at the Alliant Energy Center, Madison, Wis.

The Wind Rider Challenge is open to riders 14 years or older. The cross disciplinary course will consist of a pattern including: circles cantered, lead changes, a two-foot jump, trotting while balancing an object in one hand, backing through and around barrels, side passing, ground poles, turn on the haunches or turnarounds, leg yielding, open/close a gate, dragging objects, and a ring joust.

Jeffreys and Sheppard, internationally acclaimed clinicians and creators of the Wind Rider Challenge, are thrilled to be returning to the 2011 Midwest Horse Fair®. Jeffreys said, “Last year's riders had world class heart, and so did their horses. We feel honored to have the opportunity to come back in 2011 and give these inter-species teams the chance to role model great horsemanship. Last year they inspired the audience to go home, develop a great partnership with their horses, and have fun doing it. We can't wait to see who participates in April.”

At the 2010 Midwest Horse Fair®, 25 competitors faced a challenging course. The competition included maneuvers drawn from gymkhana, dressage, reining patterns, jousting, trail obstacles, cavalletti patterns and hunter pace courses. After two preliminary rounds and the finals, Moriah Auch and her horse, Mercedes, from Plymouth, Wis. was named the 2010 Midwest Horse Fair® Wind Rider Champion. Auch commented, “I loved every second of it. The thrill and excitement of being challenged helped push us through the anxiety and doubt. The trust I found is really beyond words. Bob and Suzanne were awesome. They never let you doubt anything and I believe their mission is to show us just how great having a trusting and loving relationship with our horses really can and should be. They always had a valuable piece of advice. They treated you as if you were good old friends. And that was extremely comforting.”

The returning Wind Rider Challenge will begin with a first round on Thursday, April 14, 2011, one day before the Midwest Horse Fair® officially opens. This early start, as Sheppard explained, will open the competition to include more beginners, and those who may not have had an opportunity to ride in front of an audience before. For the more experienced riders, Sheppard added, “We have a few surprises up our sleeves, so start practicing and building an even deeper level of trust with your horse. It will pay off when you're performing together in the spotlight.”

This event is not only entertaining to watch, but educational as well. Jeffreys will once again do his “Three Minute Miracle” tutorials for any competitor experiencing difficulty, while Sheppard describes the entire learning process to the audience.

The Wind Rider Champion will receive a “very special edition Wind Rider” Orthoflex Caliente saddle model valued at over \$5,000. Acie Johnson, president of Orthoflex Saddleworks, said, “Orthoflex is very pleased to be associated with the very popular and very successful Wind Rider Challenge again for 2011. Bob Jeffreys and Suzanne Sheppard, of Two as One Horsemanship, have been affiliated with Orthoflex Saddleworks for several years and represent the very highest standards for professional trainers and clinicians.”

Jeffrey's and Sheppard's unique horse training and teaching talents come together in their Two as One Horsemanship™, striking a perfect balance between the English and Western riding disciplines in a way that inspires equine enthusiasts worldwide.

The Wind Rider Challenge is a competition where winners triumph not because of the “bling” on their saddles, or the breed of their horses, but because of the most important thing of all -- the relationship between horse and rider.

Sheppard added, “We had a blast last year with the horse lovers in Wisconsin who took on our special versatility competition and showed off their teamwork with their horses. We had a great variety of horses and riders, but the common denominator was love of the horse, and the desire

to work together, not against each other. It was a truly inspiring group, and we can't wait to work with you all in 2011.”

Visit the Midwest Horse Fair® website at www.midwesthorsefair.com for more information on competing in the Wind Rider Challenge.

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
- Visit www.TwoasOneHorsemanship.com