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FOR IMMEDIATE RELEASE



World Championship Blacksmiths return in 2011



MADISON, WI, November 3, 2010 - “No hoof, no horse.” This old saying is very true, and illustrates the importance that the blacksmith plays in the world of horses. The age-old art of the blacksmith will be a featured event at the 2011 Midwest Horse Fair®. On April 15-17, blacksmiths from all over the country will gather at the Alliant Energy Center in Madison, Wis.,



for the Midwest Horse Fair® and the chance to compete in a regional competition of the 2011 season for the World Championship Blacksmiths.

The blacksmith competition, presented by Structures Unlimited, LLC, has been invited back to the Midwest Horse Fair® for a third year. The 2010 competition consisted of 35 blacksmiths, who traveled from all over the country to exhibit their talents in this demanding trade, and compete in several different categories throughout the weekend. The overall winner was Travis Koons of Romoland, California.

World Championship Blacksmiths has produced the first ever series of qualifying horseshoeing competitions that lead up to a National Championship. Mercury Match Play is a fun competition both for the competitors and spectators. Truly meant to warm up the competitors, it pits one competitor against another in double elimination, preparing them for the official rounds of the competition.

Competitors will make horseshoes from a stock piece of steel to the judge's specification. These are all timed events and each round of competition will feature 10 competitors, so there will be blacksmithing a minimum of four hours each day.

Visitors to the Midwest Horse Fair[®] will find all the fun and competition under the big yellow and white striped tent. It is fun to watch, educational for both the competitors and spectators. World Championship Blacksmiths provides the 10 stations, complete with equipment. This allows flexibility and convenience for horseshoers to travel to any of the competitions.

In addition to the World Championship Blacksmith competition presented by Structures Unlimited, LLC, the Midwest Horse Fair[®] offers a full weekend of events for both the professional and new horse owners, as well as those who just love horses, families and individuals. There are demonstrations, speakers, shopping opportunities, and plenty of entertainment. For more information on the Midwest Horse Fair[®] visit www.midwesthorsefair.com.

Structures Unlimited, LLC, a Wisconsin-based company, is a supplier of steel-framed, engineered and non-engineered fabric membrane buildings. They offer clear-span widths from 18 ft up to 300 ft and in any length imaginable. With recommendations from the Department of the Navy and FEMA for rapid response and quick completion of a building after Hurricane Katrina, they are an accomplished Midwest dealer.

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
- Visit www.anviledge.com
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