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## **Midwest Horse Fair® Awards \$25,000 for Star Search**

*Perfect Weather, Great Entertainment for 38<sup>th</sup> Annual Event, Set's  
Friday and Sunday Attendance Records*

MADISON, Wis. (Wednesday, April 26, 2017) – The Wonder Horse made an appearance at the Midwest Horse Fair this past weekend, as did 61,000 people, over 700 Horses, Rumor the Westminster Kennel Club Best in Show winner from Edgerton, as well as thousands of caped-crusaders!

In addition to over 275 Clinics and performances, the daily entertainment was WONDERful. Starting Friday night with the PRCA Rodeo, the sold out crowd was treated to some amazing feats by our Cowboy and Cowgirl athletes. The highlight of the evening came mid-rodeo when The Midwest Horse Fair surprised a local Poynette mother and her children with a heartwarming video on the big screen from their husband/father who is currently stationed in Iraq with the local ACO 1-147 helicopter battalion. "There wasn't a dry eye in the house," said General Manager Rhonda Reese.

Saturday Night's Star Search continued to build on the weekend's WONDERment. Top equine performers from around the nation strutted their stuff for a \$25,000 purse and did not disappoint the capacity crowd. Open Division Winner Jesse Peters amazed the crowd with his mounted shooting display filled with adrenaline and fireworks, Youth Division winner Oralee Madison astonished the crowd with cuteness and Roman riding at 8 years old, and WildCard Division winner Jerry Thornton dazzled with tricks and beauty with his hurricane rescue horse from New Orleans. In addition to winning big bucks, the top two Open Winners received a contract to appear at 2018's Midwest Horse Fair.

The WONDERworks continued on Sunday when the Youth Rodeo drew a record crowd, bringing kids as young as 6 years old to ride bucking bulls and broncs. “It was as jaw dropping and adrenaline pumping as the PRCA Rodeo, if not more when you realize how young these cowboys and cowgirls are”, states Reese.

The fair has an estimated \$11 million economic impact on the Madison area each year, resulting from spending at local hotels, restaurants, shops and other businesses.

The 2018 Midwest Horse Fair® dates are April 20–22, and the theme will be “University of Midwest Horse Fair, Class of 2018” Visit [MidwestHorseFair.com](http://MidwestHorseFair.com) in the coming year to learn more. Like the fair’s [Facebook page](#) or follow [@MWHorseFair](#) on Twitter for up-to-the-minute fair information.

**About Us:** The Midwest Horse Fair® is one of the largest three-day horse fairs in the country. Since 1979, the fair has attracted seasoned horse owners, new horse owners and horse lovers each year for educational seminars, clinics, riding demonstrations and competitions, entertainment and shopping. It caters to both Western and English riders. The Midwest Horse Fair® is owned by the Wisconsin Horse Council, a nonprofit organization that promotes the equine industry in the state of Wisconsin. All event proceeds are returned to the Horse Council to be used for grants and scholarships, trail improvement, leadership programs, and communication to help future growth and development of the equine industry. For more information, visit [MidwestHorseFair.com](http://MidwestHorseFair.com).

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