



Contact:

Megan Hanuszcak, Executive Director

Midwest Horse Fair

920-623-5515

info@midwesthorsefair.com

39th Horse Fair Melts Snow ... and Hearts

Sunny, Warm Weather Arrives to Lure 61,000 Fairgoers, 700 Horses

MADISON, Wis. (Thursday, April 26, 2018) – The 39th Midwest Horse Fair® captivated the crowds last weekend, tying the record for second-highest attendance ever of 61,000 people 700 horses and 500 vendors.

Temperatures surged into the 50s and 60s from Friday to Sunday, melting several inches of snow that fell throughout the previous week. And as the snow melted outdoors, horses, performers and educators melted the hearts of loyal horse lovers and enthusiasts for a memorable weekend of world-class entertainment, insightful clinics, breed demonstrations, the famed Stallion Avenue, a large exhibitor area, and more.

“We couldn’t be happier about the weather cooperating just in time to delight everyone in attendance,” said fair Executive Director Megan Hanuszcak. “We truly appreciate the crews who helped clear snow throughout the week and ensured that the grounds were in great shape for all our guests.”

The 2018 event theme was “University of Midwest Horse Fair, Class of 2018,” and those providing the daily entertainment aced their tests. Fairgoers were treated to two nights of the PRCA Rodeo, with sold-out crowds both nights. On Sunday, the Midwest Driving Derby dared drivers and athletic equines to compete against the clock to maneuver through challenging

obstacles for a chance to win up to \$5,000 in prizes. John Payne, the One-Arm Bandit, returned to perform for the crowds, along with the Jason Goodman's Percheron hitch and the Cowgirl Up Drill Team from La Crosse County, as well as hundreds of other performers. The Midwest Horse Fair® Youth Team Challenge completed the entertainment on Sunday afternoon, with pairs of youth attempting timed skills challenges in fast-paced competition.

There were more than 275 clinics and performances, including Horse Judging classes and other educational opportunities. Former Olympian Gina Miles taught jumping and eventing clinics, with other famous horse industry names leading sessions in reining, dressage, barrel racing, mulemanship, horsemanship, driving saddle seat, mounted shooting and others.

"Our educational offerings on campus were outstanding," Hanuszczak said. "The lineup of clinics just gets better and better every year."

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 40th Midwest Horse Fair® will take place April 12–14, 2019, and the theme will be "40 Years of Legends." Visit MidwestHorseFair.com in the coming year to learn more. Like the fair's [Facebook page](#) or follow the fair on Twitter ([@MWHorseFair](#)) 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.

###