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Legends to Shine at Midwest Horse Fair

Event Marks 40 Years with Mustang Challenge, Legendary Night

MADISON, Wis. (Thursday, March 21, 2019) – The Midwest Horse Fair® will celebrate 40 years April 12–14, 2019, with the theme “40 Years of Legends.” The fair will again transform the Alliant Energy Center grounds in Madison into horse headquarters for the weekend, with gates opening at 7 a.m. each day.

New this year is the Mustang Challenge, a competition of legendary proportions designed to spotlight the all-American Mustang. A total of 56 equine trainers — many from the Midwest, but some from as far away as Canada, Florida and Texas — were matched with wild Mustangs, and have been working with the horses since January to allow the animals’ natural abilities to shine through. The challenge is open to contestants of all ages, but has a strong turnout of youth and female competitors.

The Mustang Challenge is made possible through support of the Mustang Heritage Foundation and the Bureau of Land Management. More than 50 wild Mustangs have found the fortune of a promising future in a qualified and caring home.

Preliminary Mustang Challenge competitions take place on Friday and Saturday, with the top 10 finalists earning the chance to perform a musical freestyle act and compete for their share of \$20,000 in prizes at the fair’s signature Saturday evening event, Legendary Night. Famed

equestrians, world-renowned equine acts and talented horses also come together for an epic evening of entertainment, fun and competition at Legendary Night.

“We’re so excited to see the progress our Mustang Challenge contestants and their respective horses have made in just a few months,” said fair Executive Director Megan Hanuszcak. “Each trainer has been working hard to train and establish a unique bond with their horse.”

In addition to the Mustang Challenge, other competitions throughout the weekend include World Championship Blacksmiths, Dressage Freestyle and Horse Judging.

World-class trainers, Olympians and equine experts will lead more than 300 clinics, seminars and educational events throughout the weekend. To steer future breeding decisions, mare owners can view beautiful stallions of all different types on Stallion Avenue in Pavilion 1. Attendees will also enjoy breed and discipline demonstrations, activities in the Kids Korral, and pony and carriage rides, with a portion of the carriage ride proceeds benefiting Operation Wild Horse. The Entertainment Stage will host live music acts all weekend long. Shopping is available at more than 500 vendor booths throughout the weekend.

Admission to the fair is \$13 in advance and \$20 at the gate for a one-day pass, or \$30 in advance and \$45 at the gate for the three-day pass, which includes free parking. Admission is free for children ages 7 and under. Advance fair tickets are on sale now through April 3 at MidwestHorseFair.com and at all 41 Blain’s Farm & Fleet locations until April 11. Separate tickets are required for some events, including Legendary Night and the PRCA Rodeo. Seat prices begin at \$10 and are available on TicketMaster.

For more information about the weekend, 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 the largest three-day horse fair in the country. Since 1979, In its goal of serving as America's epicenter for the equine community, the fair strives to provide the ultimate experience for equine enthusiasts and the public through exposition, education and entertainment. It caters to both Western and English riders. The Midwest Horse 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 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.

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