

Contact:

Megan Hauszczak, Executive Director
Kathy Freidel, Sr. Event Coordinator
Midwest Horse Fair
920-623-5515
press@midwesthorsefair.com



FOR IMMEDIATE RELEASE

Midwest Horse Fair® Returns Bigger and Better

April 20, 21 & 22 - 2018

The Nation's Largest Three-Day Horse Fair!

MADISON, Wis. (Monday, March 30, 2018) – For the 39th year, Midwest Horse Fair returns to the Alliant Energy Center in Madison, WI for the ultimate equine educational experience and celebration of horses. Two back-to-back nights of PRCA Rodeo action, nearly 50 expert clinicians and entertainers, 300 entertaining events, more than 700 stunning horses and 500 unique vendors will round out this year's exceptional equine event.

Staying true to the 2018 theme, "University of Midwest Horse Fair", the event will offer a weekend filled with educational experiences for horse lovers of every level. For the tiny tots, visit the Kids Korral in Pavilion One for a lesson on tail braiding, rope tying or leg wrapping. Graduate to the next level of education at the Horse Judging competition at 10:00 a.m. on Friday or enjoy one of 33 different breed & discipline demonstrations or if you are a seasoned horse professional, research the large selection of studs on Stallion Avenue.

Not done learning yet? Jump on over to one of the four arenas, demo area or three lecture halls to gain first-hand knowledge from DVMs, PhD's and all the valedictorians of the equine world. Not one, but two Olympic medalists will join the roster of experts sharing their wisdom: Two-time Dressage Olympic bronze medalist Steffen Peters and Eventing silver medalist, Gina Miles. The diverse class list continues as it includes cow work, liberty, cowboy mounted shooting, jumping, barrel racing, holistic horse care, trail riding and much much more.

Kick off the evening with the Friday Night PRCA Rodeo at 7:30 p.m sponsored by Nutrena. You will be on the edge of your seat with non-stop action with seven standard rodeo events including bulls, broncs, barrels and comedy from professional rodeo clown and class clown,

John Harrison. Can't get enough? The PRCA Rodeo returns again Saturday evening at 7:30 p.m. for another class act sponsored by Blain's Farm & Fleet.

Bits, bridles, belts, boots, buckles and a brilliant selection of limitless equine related products are available to shoppers. Vendors from across the Nation unite to bring the largest selection of horse gear and equestrian accessories imaginable. An equine simulator, artie riding skirts, custom chaps and saddles are among just a few of the many unique products just waiting to be discovered at Midwest Horse Fair.

Wrap up your weekend with a thrilling exhibition of daredevil drivers and athletic equines at the Midwest Horse Fair Driving Derby on Sunday at 12:30 p.m. With \$5,000 in prizes at stake the competition will be fierce. From the cute and sassy speedsters of the Very Small Equine Division to the proud and prominent Pairs Division, the Driving Derby will have you leaning, shouting and cheering with excitement in a race to the finish.

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. In 2017, the event drew more than 700 horses and a near-record 61,000 people to the Alliant Energy Center grounds, including world-class trainers, and other experts in the field, as well as horse lovers of all ages. Visit MidwestHorseFair.com to learn more. Like the fair's [Facebook page](#) or follow [@MWHorseFair](#) on Twitter for up-to-the-minute information during the fair.

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.

###

Media Notes:

- Contact Megan Hanuszczak or Kathy Freidel at 920-623-5515 to schedule interviews or phone opportunities.
- To request a hi-res photo, or this information in a different format, please e-mail press@midwesthorsefair.com.
- Visit www.MidwestHorseFair.com for additional information.