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Midwest Horse Fair® Names New Executive Director

Megan Hanuszcak Promoted After Serving on Staff Since 2012

MADISON, Wis. (Tuesday, September 19, 2017) – The Midwest Horse Fair® has turned to a familiar face to lead one of the nation’s top equine festivals.

Megan Hanuszcak, who has worked for the Midwest Horse Fair since 2012, will take over as Executive Director of the prestigious event, held annually since 1979 in Madison, Wis.

"I look forward to contributing to the advancement of the equine industry through the continued success and growth of the Midwest Horse Fair," Hanuszcak said. "It is an honor to embrace this new role with the support of the Midwest Horse Fair Board of Directors and an experienced team. Together, we are excited to bring new potential and vision to the event and the equine community."

Hanuszcak, a UW-Stevens Point graduate, served as Lead Event Coordinator for the Midwest Horse Fair for two years, and as Interim Executive Director since July.

"The Wisconsin Horse Council and the Midwest Horse Fair are excited to announce Megan Hanuszcak as the new Executive Director of Midwest Horse Fair," said Pat Miller, Chair of the Midwest Horse Fair Board of Directors. "Hanuszcak has both an equine and event planning background, which will be a great asset in helping the Midwest Horse Fair maintain its status as the leading equine fair, and move it forward in the ever-evolving equine industry."

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, Olympians and other experts in the field, as well as horse lovers of all ages.

The 39th annual Midwest Horse Fair will be held April 20–22, 2018. The theme will be “University of Midwest Horse Fair, Class of 2018.” Visit MidwestHorseFair.com in coming months 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. For more information, visit MidwestHorseFair.com.

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Media Notes:

- Contact Megan Hanuszczyk 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.