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Pictures, clinician biographies, and assistance in arranging interviews available.

Equine Affaire: It's All About Opportunities

POMONA, CA - Equine Affaire, the premiere horse exposition in North America, will return to Fairplex January 31st through February 3rd and offer horse enthusiasts of all "walks of equestrian life" a wealth of horse-related opportunities. Tens of thousands of horse people from throughout the Southwest and beyond are expected at the 2008 Equine Affaire to share their equine-related passions, enjoy an impressive array of clinics, seminars, and demonstrations, and shop the largest horse-related trade show in the West. "Equine Affaire is all about opportunities," explained Eugenia Snyder, the founder and President of Equine Affaire. "Our goals in producing the event are to provide high-quality educational opportunities, to promote communication and cooperation within our diverse national horse industry, to expand the horizons of current horse people, and to provide a comprehensive and professional introduction to the world of horses for non-horse people."

With an educational program comprised of more than 125 clinics, seminars, and demonstrations presented by leading trainers, coaches, competitors, and equine industry professionals, Equine Affaire will provide an impressive opportunity for attendees to hone their riding, competitive, and horse management skills. "Each year we develop a program that offers horse people unique opportunities to receive guidance from top trainers and industry professionals for a very reasonable admission fee," Snyder continued. "We often feature clinicians who rarely share their talents through clinics and other public forums—enabling horse people to have a chance to learn from leading competitors and coaches to whom they might not have access otherwise. Of course there are also opportunities for selected horses and riders to actually participate in the clinics through our Ride With The Best program."

In keeping with Equine Affaire's tradition of featuring outstanding presenters, the roster of clinicians confirmed for the 2008 event includes **Monty Roberts** (*Join-up®*), **Craig Cameron** (*General Training & Horsemanship*), **Mark Rashid** (*General Training*), **Richard Shrake** (*Resistance Free® Riding & Training*), **Linda Allen** (*Hunters & Jumpers*), **Stacy Westfall** (*Reining, Bridleless*

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Riding & Horsemanship), **Charlotte Bredahl-Baker** (*Dressage*), **Linda Tellington-Jones** (*TTouch®*), **Lynn McKenzie** (*Barrel Racing & Pole Bending*), **Allen Pogue** (*Enhanced Foal Training, Liberty & Trick Training*), **Dana Hokana** (*Western Pleasure*), **Victor Penner & California Desperados** (*Mounted Shooting*), **Nicole Carswell** (*Easy-Gaited Horses*), **Kathie Dunn** (*Sidesaddle*), **Judy Wardrope** (*Functional Conformation*), **Dan Weltner & Kristi Weltner-Redd** (*Rider Fitness*), **Rod Bergen** (*Trail Riding, Equine Stress Control*), and many more. “At Equine Affaire attendees have the opportunity not only to attend clinics on riding disciplines in which they are already involved, but also explore entirely new disciplines and approaches to training,” Snyder continued.

In addition to the broad range of clinics that will be conducted in the covered and outdoor arenas, a full schedule of demonstrations and seminars will be presented in the Exiss Demo Ring and the Bella Sara Seminar Stage. Seminars and demos at the 2008 Equine Affaire will cover such diverse subjects as homeopathic remedies, equine business plans, horse & rider biomechanics and rider ergonomics, equine dentistry, photographing horses, shoeing and trimming, communicating with horses, horse behavior analysis, equine first aid, equine acupressure, massage & chiropractics, equine vacations and careers, and horse hauling and travel safety.

Equine Affaire’s comprehensive educational program will be complemented by the largest equine-related trade show in the West. Visitors will have the opportunity to browse acres of indoor and outdoor exhibits including more than 350 of the nation’s leading equine-related retailers and manufacturers. “Equine Affaire’s trade show will include the entire spectrum of equine-related goods and services,” Snyder explained, “and offer attendees the opportunity to shop for everything from tack, apparel, trailers, barns, fencing, and horse care supplies to jewelry, fine art, gifts, and videos. It will also be a great place to gather information on everything from horse-related careers to riding vacations.”

During each day at Equine Affaire, young horse enthusiasts and riders will have special opportunities to learn about horses, horse care, and horse training at the demo ring in the Arabian Horse Association Youth Pavilion. Located in Building 10, the Arabian Horse Association Youth Pavilion will feature numerous youth-related exhibits as well as fun (and free!) activities for young children including stick horse making and the stick horse rodeo sponsored by *Young Rider™*, the Equine Affaire Coloring Book of Breeds, and equine body art temporary tattoos. In addition, the *Young Rider™* Trivia Quest will help children and teens learn about horse breeds and basic horse care. The Celebrity Horse Showcase, presented in conjunction with the Arabian Horse Association Youth Pavilion, will showcase famous equines including Colorado (owned by singer Sheryl Crow), Shy Boy (owned by Monty Roberts), Blanco (Gandalf the White’s horse in the *Lord of the Rings* movies), and TC Bey Cedar (who played the part of Al Hattal in the Walt Disney movie *Hidalgo*.) “Over the years, Equine Affaire’s Youth Pavilion has become one of the most popular features of the event,”

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Eugenia Snyder explained, “We believe that it is essential to provide educational as well as fun activities geared specifically to the needs and abilities of young horse enthusiasts.”

Equine Affaire’s popular Breed Pavilion will once again provide a valuable opportunity for national, regional, and local breed associations and color registries to promote their breed. The Breed Pavilion will also provide attendees with the opportunity to learn about the characteristics of dozens of horse breeds and enjoy and appreciate those characteristics through breed demonstrations, in-hand presentations, and exhibits.

Equine Affaire is proud to announce the addition of an exciting new element to the 2008 Equine Affaire—*competition!* Craig Cameron will not only be presenting clinics at the event but will also be bringing his trademarked “Extreme Cowboy Race” to the event. As seen on RFD-TV, the Extreme Cowboy Race is a timed event in which horse and rider teams work through an obstacle course while being judged on their horsemanship skills. The Extreme Cowboy Race will be conducted on Friday and Saturday evenings at 7:30 pm in the covered arena at Equine Affaire. Up to 32 selected horse and rider teams will compete for \$4250 in cash and other valuable prizes as well as the title of Extreme Cowboy Race Champion. Equine Affaire attendees will enjoy the excitement of watching horse and rider teams of all kinds negotiate a challenging obstacle course at top speeds. Detailed information on the race, prizes, and how to apply to compete are available at www.equineaffaire.com and www.craigcameron.com.

As in past years Equine Affaire will hold a free raffle both before and during the event with some really great prizes for horsepeople. Consult www.equineaffaire.com to obtain all of the details on this year’s raffle and to enter online through January 21, 2008. Be sure to visit the Raffle Center in Building 5 at the event to see the prizes and enter the raffle at the show. The names of the raffle winners will be drawn on Sunday, February 3rd at 4:30pm, and you need not be present to win.

Generous sponsorship support from more than 31 outstanding equine-related manufacturers and retailers enables Equine Affaire to offer horse enthusiasts an exceptional educational program for very affordable admission prices. The management of Equine Affaire extends special thanks to the many sponsors of the 2008 Equine Affaire in California including the venue sponsors previously mentioned as well as *California Horsetrader*, Carson Trailer, Farnam, FCP, Inc., Red Barn, All American Trailers, Andis, *Young Rider*, and *Practical Horseman*.

The event hours for the 2008 Equine Affaire will be 9:00am–7:00pm Thursday, January 31st, through Saturday, February 2nd, with clinics and the Extreme Cowboy Race™ featured in the covered arena until 9:00pm. Show hours on Sunday, February 3rd, will be

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from 9:00am to 5:00pm. Daily admission to the event will include access to all clinics, seminars, demonstrations, the trade show, Breed Pavilion, Youth Pavilion, and the Extreme Cowboy Race™. Daily admission will be \$15 for adults and \$10 for children ages 7 to 12 years; children 6 and under will be admitted at no charge. Four-day passes will be \$55 for adults and \$35 for children. Fairplex will charge for parking.

For more information about the event and advance tickets, consult www.equineaffaire.com or call (740) 845-0085 Monday–Friday, 9:00am–5:00pm Eastern. Special discount rates have been negotiated with Equine Affaire host hotels near Fairplex. Camping with hookups is available adjacent to the grounds. Information on all Equine Affaire host hotels, local restaurants, and the event schedule is available at www.equineaffaire.com.

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