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New England's Best Value for Horse Lovers

At Equine Affaire you can learn from the world's best trainers and immerse yourself in everything equine for less than a trip to the movie theater

London, OH (August 1, 2009) – It's not often that Olympic medalists and other renowned trainers from all walks of horsemanship gather in one location to share their secrets. Even less often comes the chance to soak up all that learning for about what you'd spend on a movie ticket and a bucket of popcorn.

Just \$14 gets you an all-access daily ticket to the 2009 edition of our country's most enduring and successful all-breed, all-discipline equine expo, **Equine Affaire**, which returns to the Eastern States Exposition in West Springfield, MA, Thursday-Sunday, November 12-15. Admission for kids age 7-12 is just \$8, and tots aged 6 and under get in free.

Arrive early—doors open at 9:00 a.m.—because you're going to want to plan your visit around Equine Affaire's 200-plus educational sessions. In 2009, Equine Affaire is proud to feature dressage Olympian **Steffen Peters**, who made history this year by sweeping the competition at the FEI World Cup Dressage Final in Las Vegas and the World Equestrian Festival and CHIO Aachen, Germany—both firsts for an American competitor. Steffen's classical approach and articulate teaching style have made him a sought-after instructor whose clinics command top dollar. But you can learn from this world-class rider and trainer for the cost of Equine Affaire's modest general admission!

Steffen Peters is just one of the dozens of top names you'll learn from at Equine Affaire. Legendary trainer **John Lyons** returns to Equine Affaire in 2009 for the first time in seven years. Known for his uncomplicated and humane methods, John Lyons will help you to overcome horse-related challenges—from spookiness and vices to trailer-loading problems—and to forge a better relationship with your horse.

In addition to numerous return presenters beloved by the Massachusetts Equine Affaire community—such as Centered Riding's **Susan Harris** and equestrian radio/TV personality **Rick Lamb**—the 2009 event will feature many other exciting first-time presenters. **Mark Rashid** (*Whole Heart, Whole Horse*), whose ability to understand the horse has been featured on PBS's *Nature* series, will show Equine Affaire attendees how to build trust between horse and rider. Eventing legend **Bruce Davidson Sr.**, who has been "making" and piloting horses to Olympic and World Championships medals and Rolex Kentucky Three-Day Event wins for nearly four decades, will share his time-tested winning system. Champion Arabian competitor and popular general trainer **Tommy Garland** will demonstrate his unique "CPR" (Confidence-Patience-Respect) methods. US Olympic jumping silver medalist and veteran international competitor

Peter Leone will discuss the training of hunters and jumpers. True-blue cowboy **Ken McNabb**, host of RFD-TV's *Discovering the Horseman Within*, will give you tips that extend from riding the ranch to beyond. Driving expert **Sterling Graburn** will give insights into this exciting and unique equestrian sport. Decorated reiner **Craig Johnson**, a multiple NRHA, AQHA, and APHA titleholder and World Equestrian Game medalist, will discuss the growing international sport of reining. Noted Arabian-horse trainer **Joel Kiesner** will share his secrets of training top English performance competitors. "Road to the Horse" 2009 champion **Richard Winters** will show you how to start young horses the right way. The "Live to Ride" team of **Jenny Lance** and **Angelia Robinette-Dublin** will help you make your trail rides even safer and more enjoyable. And international dressage competitor and coach **Kathy Connelly** will show why she's the one many top riders want ringside as they prep for their tests.

From Appaloosa to Zebra (Well, Almost)

There may not be any Zebras at Equine Affaire, but you'll find representatives of nearly every other equine breed in Equine Affaire's Breed Pavilion. Whether your heart beats faster for a Mini or a Morgan, a draft horse or a sport horse, you'll find it at Equine Affaire—along with friendly, knowledgeable breeders and representatives who'll answer your questions about characteristics, uses, bloodlines, and selection.

Learning and Fun for All Ages

Enjoy educational presentations, activities, and exhibits in the **Arabian Horse Association Youth Pavilion**—not for youth only! Do a little elbow-rubbing at the **Stone Horses Celebrity Horse Showcase**, where you'll meet equine movie stars and other famous horses. Watch as top farriers compete in the **World Championship Blacksmiths Regional Competition IV**, including a judge's clinic, forging contest, and live shoeing. And don't miss Equine Affaire's flagship entertainment spectacular, the equestrian extravaganza **Pfizer Fantasia**, set to music and presented each evening (separate ticket required).

Throw Your (Riding) Hat in the Ring

You can also be an Equine Affaire participant! Horses and riders with the right stuff can enter the crowd-pleasing **Versatile Horse & Rider Competition**, a timed and judged race through a challenging obstacle course that's designed to test your all-around equestrian savvy and horsemanship skills. At stake are \$5,500 in cash, goodies from Smith-Worthington Saddlery, and other great prizes. Entry deadline is September 5, so don't delay!

Or "Ride with the Best" at Equine Affaire! Many Equine Affaire clinicians will use demonstration horses and riders in their sessions. If you'd like to do more than spectate, visit www.equineaffaire.com for details on Equine Affaire's Ride with the Best program.

One-Stop Shopping for Horse Lovers

What's a horse-fest without shopping? Lace up your most comfortable shoes and hoof it around Equine Affaire's mega-trade show. This year's event will feature more than 450 vendors offering everything from tack and apparel to horse-care items and trailers. Whether you're planning to build a barn, replace a fence, or install a riding arena, you'll find information, manufacturers, dealers, and other sources at Equine Affaire. And with the holiday season right around the corner, you're sure to find the perfect gifts for the horse enthusiasts in your life.

Equine Affaire 2009: Best Value Ever!

Equine Affaire is an even better bargain this year as adult admission will include a free printed Equine Affaire program—a \$4 value. The program is your event 411—everything you need to know to make the most of your visit—and why not use it to collect autographs or jot some notes about key learnings while you're at it?

If one day at Equine Affaire is good, then more are certainly better. Buy a four-day pass for just \$48 (adults) or \$28 (kids). For adults, that's a savings of \$8 over the daily rate.

Go ahead, round up your horsey friends or barn mates and make a getaway of it. Equine Affaire makes your trip even more affordable with negotiated discount rates to nearly 30 area hotels. Or camp right on the Eastern States Exposition grounds, which feature electrical hookups and limited water.

No doubt about it: If you love horses, you can't afford to miss Equine Affaire 2009. Whether you're a complete novice or an experienced equestrian, there's a lot at Equine Affaire for you.

Those Who Make it Possible

Equine Affaire's complement of educational activities and entertainment are made possible through generous sponsorships by dozens of equine-related companies and organizations. As you partake of all that Equine Affaire has to offer, please extend your thanks to Pfizer Animal Health, Ariat International, Inc.; Farnam; GLC 5500; Hillman Enterprises; Horizon Structures; the United States Equestrian Federation; the Arabian Horse Association; Uckele Health & Nutrition, and the more than 50 other sponsors who endorsed the mission of Equine Affaire through their sponsorships.

The Complete Scoop

The Equine Affaire Web site (www.equineaffaire.com) contains everything you need to make your visit a fun and successful one: admission details, directions, hotel listings, the latest roster of presenters, schedules, maps, and tips for making the most of your Equine Affaire experience. If you're not Web-savvy, not to worry: Call the Equine Affaire headquarters at (740) 845-0085 and speak to a member of our friendly, horse-loving staff.

We look forward to seeing you in West Springfield, MA, November 12-15!

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