



PRESS RELEASE
FOR IMMEDIATE RELEASE

THE MIDWEST HORSE FAIR® PROUDLY WELCOMES A NEW GENERAL MANAGER, RHONDA REESE



(Columbus, WI – June 27, 2007) Troy Brick-Margelofsky and Lee Sackett, co-chairs of the Midwest Horse Fair® Advisory Board, are honored to introduce their new General Manager for the Midwest Horse Fair®, Rhonda Reese. The 29th Annual Midwest Horse Fair® - Themed “Dancing with the Horses”, will be held April 18th-20th, 2008 at the Alliant Energy Center in Madison, WI. “We are expecting that next year’s show will be even better with Rhonda handling all aspects of the fair”, says Troy Brick-Margelofsky, “This year we had 45,000 plus attendees during the country’s top 3-day horse fair and we are expecting even more exhibitors and visitors during the 2008 show!”

The Midwest Horse Fair is owned by the Wisconsin State Horse Council, Inc. All proceeds from the Fair are returned to the WSHC and are used to represent and foster a unified equine industry in Wisconsin, promote the equine through leadership, education, service and communication, and to take a proactive role in the future growth and development of the equine industry.

According to the economic study done by the American Horse Council, the horse industry has a direct economic effect on the U.S. of \$39 billion annually, including providing 1.4 million full time jobs and paying \$1.9 billion in taxes. There are 4.6 million Americans involved in the industry as horse owners, service providers, employees, and volunteers. Tens of millions more participate as spectators.

The Midwest Horse Fair® is governed by an Advisory Board composed of seven elected individuals volunteering their wisdom and expertise. The office is staffed by a General Manager and two Event Coordinators along with a Management Team. In addition, there are 350 fine people who volunteer at the Midwest Horse Fair® each year. These volunteers generously offer their time and talent because they believe in what we do and they want to be a part of this flourishing event.

The 29th Annual Midwest Horse Fair®, Themed –“Dancing with the Horses”, will be held at the Alliant Energy Center in Madison, WI, April 18th- 20th, 2008. For more information please visit our website midwesthorsefair.com or call Rhonda Reese at 920-623-5515.

#####