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Equine Affaire 2012: *The Total Equine Experience*

London, OH (September 1, 2012) – For the past fifteen years, Equine Affaire has presented the most highly regarded, diverse, and educational “all horse” event in Massachusetts. Each year, Equine Affaire sets the standard for equine entertainment and education higher and higher, with an amazing array of everything the horse fanatic could imagine. This year is no exception! This November 8-11, Equine Affaire will deliver more exciting clinics, innovative shopping, and interactive, hands-on equine experiences. From those who admire horses, to those who make their living in the equine industry, Equine Affaire offers a chance for everyone to indulge in all things horse.

You’ll Want To Write This Down

It’s not every day anyone has access to several dozen horse experts at one time. At Equine Affaire, the most experienced, the most celebrated, and the most knowledgeable converge to share their expertise with horse people from every corner of the horse industry. The clinic, demonstration, and seminar programs are packed with top names and researchers in the horse industry.

Equine Affaire Vice President and Program Director Coagi Long is very excited about this event’s clinician line up: “The 2012 educational program will feature a fantastic line up of clinicians who are excited to present on topics that will not only peak the curiosity of those just entering the industry but also further enlighten the well-versed equestrian with the latest techniques and updates.” This year’s clinicians include Olympians and Olympic coaches, hall of fame inductees, international competitors, judges, and trainers, blending some of the nation’s most popular trainers with some names that are new to Equine Affaire.

Being able to communicate with a horse is key for any horse owner, and general horsemanship experts **Guy McLean, Mark Rashid, Lynn Palm, Julie Goodnight, Ken McNabb** and Massachusetts first-timer **Kerry Kuhn** strive to help riders and horse handlers of all disciplines find the key to unlock common communication issues with their horses.

For those who have their eye on a particular discipline, Equine Affaire will have specific clinics focusing on developing those skills. Hunters and jumpers can acquire helpful tidbits from **Todd Minikus** and **Geoff Teall**, while eventers can glean tips from **Bruce Davidson**. Dressage riders can find inspiration from **Anne Gribbons** and **Jeremy Steinberg**. **Larry Whitesell** will assist riders in improving skills with their Easy Gaited horses. Equine Affaire provides a top-notch clinician schedule for those who provide the Western-style sports as well. **Barbra Schulte** will be on hand to share her tips on cutting horses and equine sports psychology. **Molly Powell** will provide ideas for sharpening barrel racing runs, and **Kelly Sapp** will present techniques for improving reining patterns. For those who do not ride, **Lisa Singer** will be presenting driving skills for pleasure and competitive driving, and **Double Dan Horsemanship** will entertain and inform with their Liberty and Trick Training clinics.

The seminar and demonstration line-up continue to further boost the Equine Affaire educational program. The Massachusetts schedule includes a myriad of informative and thought-provoking sessions on topics that impact all horse people, including seminars on common equine diseases and disorders, equine biomechanics, dentistry, saddle fit, and behavior.

Be sure to consult www.equineaffaire.com for the most up-to-date schedules, clinician and presenter bios, and more.

What a horse owner wants; what a horse needs

Equine Affaire has one of the largest, most comprehensive equine-focused trade shows in North America. Not only will shoppers find day-to-day care items; the New Product Showcase will be filled with the latest, most-talked-about horse care items on the market today. Whether looking for training tools, barn items, rider apparel, or something fun for the holidays, the Equine Affaire trade show offers something for everyone.

Truly a spectacle in itself, the Equine Affaire shopping experience is the ultimate in equine products. With multiple buildings brimming with exhibitors and knowledgeable salespeople to help you with your needs, attendees will have the ability to see, touch, experience, and compare the many products on the market today. Worried about having time to visit hundreds of booths with thousands of horse-related wants and needs? Visit www.equineaffaire.com before the event to view a list of exhibitors and their webpages... save time and jot down a shopping list now!

Music... Art... Horses... .

There's a certain magical excitement in the air at Equine Affaire's signature event, the Fantasia, sponsored by B & D Builders. While music fills the air, horses fill the coliseum, each spectacularly coordinated to the pageantry of their sport. The enthusiasm is contagious as audience members behold the beauty, grace, and athleticism of the horse.

The 2012 Fantasia production will feature comedy, Roman riding, dressage, draft driving, vaulting, jousting, liberty, and more. Back by popular demand is Guy McLean and his team of Australian stock horses. The Behind the Mask performance team returns to awe Fantasia audiences with a newly choreographed and costumed performance, while David Donnert and his comedy routine are slated to bring belly laughs to the Fantasia spotlight. A sampling of those new to the Equine Affaire Fantasia scene include acts performed by the International Jousting Association, roman riding with Double Dan Horsemanship, a draft horse driving pas de deux, and more.

The Fantasia, sponsored by B & D Builders, will be held Thursday, Friday and Saturday evenings beginning at 8:00 p.m. in the coliseum on the Eastern States Exposition grounds. Tickets are available (through October 19) at www.equineaffaire.com or by calling (740) 845-0085. Get your tickets early – this event sells out quickly! Any tickets not sold in advance will be available on Thursday, November 10th at 9:00 a.m. at booth 104 in the Better Living Center at Equine Affaire.

With breath-taking horses and amazing acts, The Fantasia, sponsored by B & D Builders, is sure to amaze and enthrall. Be sure to attend, and be prepared to be taken on a journey of pure excitement!

And The Horses, Of Course

Equine Affaire's Breed Pavilion provides attendees with a stroll around the equine world. Located in the Stroh Building, the Breed Pavilion and Horse Association Exhibits will feature horses representing many different breed organizations. From the small to the large, from every color in the rainbow (and then some), the Breed Pavilion gives attendees the chance to meet the many special breeds of horses who make up the equine community. Besides the informative and interesting exhibits, the Presentation Ring will allow horses to be presented in-hand, allowing for interaction and questions in an informal manner.

"Obviously, Equine Affaire is the place to be for horse people, regardless of their favorite breed," Massachusetts Breed Coordinator Debbie Putnam said with a smile. "The

Breed Pavilion is proud to be a multi-faceted area that hosts not only a wide variety of equine ambassadors, but also exhibits hosted by discipline-specific associations and rescues that relate to the different strengths and overall joy that horses bring.” For those experiencing a transition in discipline, or looking for a new or first horse, Ms. Putnam agrees that a stop by the Stroh Building is highly recommended!

Be sure to catch Breed Demonstrations throughout the day in the main clinic arenas! These sessions provide a chance to watch the many exceptional, colorful, and talented horses perform under saddle, in hand, and in harness, displaying the movement, athleticism, and other wonderful traits that make each breed unique. Whether exploring a new breed, or remembering a familiar friend, the Breed Pavilion offers the opportunity for horse lovers to connect and network in the horse community.

The Horse & Farm Exhibits area in C Barn is another not-to-be-missed breed experience. The barn aisles will be occupied by a variety of New England farms, stables, and training and breeding facilities looking share information with local horse fanciers. For those looking for stallions at stud, training services, or boarding facilities, it’s the perfect opportunity to network and discuss opportunities.

Fun For All Ages

The equine community of tomorrow lies in the hands of the youth of today. The Youth Pavilion at Equine Affaire strives to provide fun, exciting, informative ways to inspire and engage today’s youth in horse-related activities. From youth-focused seminars to interactive learning, the Youth Pavilion has family fun in mind. “In an age of video games and constant connection to cell phones, the Youth Pavilion at Equine Affaire strives to fortify the connection between children and horses with a packed schedule of educational sessions geared directly towards youth by today’s top clinicians,” says Karin Brennan, Marketing Manager, and coordinator of the Youth Pavilion.

Organizations such as Alfred University, the United States Pony Clubs, Inc., and Massachusetts 4-H will be on hand with information on how kids can participate in horse-related fun now and for the rest of their lives. Seminars include special intimate breed segments, where kids can learn more about a new breed of horse, and kid-friendly demonstrations and discussions from caring for a first pony to a career in horses. Activities such as the Wahl Clipper Stick Horse Rodeo encourage children to explore their creativity by competing in the “Rodeo” with stick horses designed by their own imagination, while the Wild Horsefeathers Coloring Book encourages children of all ages to learn more about different horses. The Trivia Quest sends families on a hunt across Equine Affaire for information- make sure to pack a camera or camera phone to capture answers to the clues provided!

Meet The Stars Of The Horse World!

The Celebrity Horse Showcase provides the opportunity to mingle with two real equine celebrities. Oscar is a real movie star- he was one of the four horses to star as Hidalgo in the hit movie. Brookside Pink Magnum is a champion Welsh Section B stallion whose accomplishments- and good looks- inspired a Breyer look-alike. Bring your camera and take a photo with your favorite horse – the Celebrity Horse Showcase is the perfect place for photo ops!

Join the Excitement

Equine Affaire will run daily from 9:00 a.m. to 7:30 p.m. Thursday through Saturday and from 9:00 a.m. to 5:00 p.m. on Sunday. Admission is only \$15 per day for adults (price includes a souvenir event program) and children (ages 7–10) are just \$8, and includes all of what Equine Affaire has to offer- from shopping, to seminars, from clinics to celebrities. Also available are affordable four-day savings passes for adults (priced at \$50, saving \$10 from the daily rate) and children (offered at \$28, saving \$2 from the daily rate). All children 6 years of age or younger are admitted free of charge. The Fantasia, sponsored by B&D Builders, does require a separate ticket- see www.equineaffaire.com for ticket ordering information.

Advance tickets are on sale now through Friday, October 19th at www.equineaffaire.com or by calling (740) 845-0085. Tickets will be on sale each day beginning at 8:30 a.m. at Equine Affaire entrance gates located on the show grounds.

Special room blocks with discounted rates have been set up at several local hotels for Equine Affaire attendees; however, you must act quickly as these hotels fill up fast and discount rates will expire soon. Check www.equineaffaire.com for information on these hotels, and remember when booking to state you will be attending Equine Affaire to take advantage of the special rates. Camping with hookups will also be available at the Eastern States Exposition grounds beginning on Wednesday, November 9th at 5:00 p.m. These spots are available on a first-come, first-served basis.

Make sure to mark November 8-11 2012 on your calendar and join us for a spectacular Equine Affaire. For an up-to-the-minute schedule of events, presenters, exhibitors, maps, hotels, directions, ticket information and much more, visit www.equineaffaire.com or call (740) 845-0085.