

## CALENDAR OF EVENTS - FOR IMMEDIATE RELEASE

### **CONTACT:**

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### **November 11–14, 2010 – Equine Affaire: Eastern States Exposition, W. Springfield, MA**

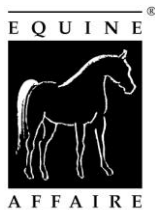
Equine Affaire, the premiere equine expo and equestrian gathering in North America, will return to the Eastern States Exposition on November 11th through the 14th. The event's outstanding educational program will include hundreds of clinics, seminars, and demonstrations by highly-renowned national and international trainers, competitors, and coaches. Sessions on general horse training topics will be presented by **Chris Cox, Monty Roberts, Julie Goodnight** and **Stacy Westfall**. Discipline-specific clinicians featured at the 2010 Equine Affaire will include **Denny Emerson** (*Eventing, Jumping & Ponies*), **Jane Savoie** and **Betsy Steiner** (*Dressage*), **Stacy Westfall** (*Reining*), **Bruce Davidson** (*Eventing*), **Marlene McRae** (*Barrel Racing*), **Brenda Imus** (*Easy-Gaited Horses*), **Aaron Ralston** (*Trail Competition & Cutting*), **Robin Gollehon** (*Western Horsemanship & Yearling Lunging*), **Steve Edwards** (*Mules*), **Muffy Seaton** (*Driving*), **Mary Trowbridge** (*English Pleasure*), **Daniel Stewart** (*Equestrian Sports Psychology Over Fences*), **Caroline Rider** (*Tao of Horsemanship TM*), **Suzanne Myers** (*Next Level HorsemanshipTM*), and **Joe Forest** (*Long Lining*).

More than 450 of the nation's finest equine-related retailers and manufacturers will fill five

exhibit halls at the Eastern States Exposition, creating the largest equine-related trade show in the East. An extensive Breed Pavilion and Horse & Farm Exhibits area will showcase a wide variety of breeds from around the world, and a fun and informative Youth Pavilion will feature booth and activities for young horse enthusiasts.

Equine Affaire will take place Thursday–Saturday from 9:00am–7:30pm and Sunday from 9:00am–5:00pm. General admission for adults will be \$14/day or \$48/four-day ticket; children age 7–10 will be \$8/day or \$28/four-day ticket; children six and under will be admitted free. General admission includes entry to the trade show, the Versatile Horse & Rider Competition, and to all clinics, seminars, and demonstrations. Adult admission will also include a free event program (while supplies last). The Eastern States Exposition will charge for parking.

Discount rates are available at dozens of Equine Affaire host hotels near the facility, and camping will be available at the Eastern States Exposition. For continuously-updated information, consult [www.equineaffaire.com](http://www.equineaffaire.com), or call (740) 845-0085 Monday–Friday 9:00am–5:00pm Eastern.



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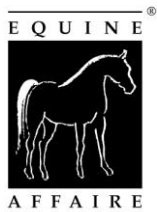
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**November 11–13, 2010 – The Pfizer Fantasia:**

**Eastern States Exposition, W. Springfield, MA**

Equine Affaire’s signature musical celebration of the horse, the Pfizer Fantasia, will take place at 8:00pm on Thursday, Friday, and Saturday in the coliseum at the Eastern States Exposition in W. Springfield, MA. The 2010 Pfizer Fantasia will feature a star-studded line-up of professional equestrian performers and exceptional horses from throughout the United States. This special evening event will showcase the beauty and diversity of a wide variety of horse breeds as well as the excitement of equestrian sports ranging from freestyle reining and dressage to driving, trick riding, and liberty acts choreographed to a variety of popular musical styles.

Tickets for the Pfizer Fantasia range in price from \$12 to \$24 each plus a shipping/handling/seat selection fee of \$2.75/ticket. Advance tickets will be on sale from July 12th through October 22nd; remaining tickets will go on sale at Equine Affaire on November 11th at the Information Booth in Better Living Center at Equine Affaire. To order tickets, consult [www.equineaffaire.com](http://www.equineaffaire.com) or call (740) 845-0085 Monday–Friday from 9:00am–5:00pm Eastern.



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### **November 12–14, 2010 – The Equine Affaire Versatile Horse & Rider Competition:**

#### **Eastern States Exposition, W. Springfield, MA**

Equine Affaire's popular Versatile Horse & Rider Competition will return to the Eastern States Exposition on November 12th, 13th, and 14th. Thirty pre-selected horse and rider teams will compete for \$5,500 in cash and other prizes as well as the title of 2010 Versatile Horse & Rider Competition Champion. Each horse and rider team will have to balance speed with precision through an obstacle course while being timed and judged on horsemanship criteria. The qualifying rounds of the competition will be held during Equine Affaire on Friday and Saturday afternoons in the coliseum at the Eastern States Exposition; the Finals will be on Sunday morning. The competition will be open to adult riders and horses of all breeds. Julie Goodnight and will serve as the event's special guest commentator; Aaron Ralston will judge the competition. Details on the competition and how to apply to compete are available at [www.equineaffaire.com](http://www.equineaffaire.com) or by contacting Paula Woodward at [pwoodward@equineaffaire.com](mailto:pwoodward@equineaffaire.com) or (740) 845-0085 ext. 109 Monday–Friday from 9:00am–5:00pm Eastern. The application deadline is September 3rd. Put your horse and your horsemanship skills to the test—or enjoy the fast-paced action of this exciting event and cheer on your favorite competitors.

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*Photographs available.*

**Anticipation is Building for  
Equine Affaire's Popular Pfizer Fantasia**

**W. Springfield, MA, November 11–13, 2010**—Ticket sales are already under way for Equine Affaire's signature evening event, the Pfizer Fantasia, which will take place in the coliseum of the Eastern States Exposition in W. Springfield, MA, on November 11th, 12th, and 13th. This eagerly-anticipated and unique "musical celebration of the horse" will feature a wonderful variety of outstanding equine and equestrian performers choreographed to musical styles ranging from traditional and country to classical and contemporary.

During the past 13 years, the Pfizer Fantasia in Massachusetts has showcased the beauty and diversity of dozens of horse breeds, the excitement of a great variety of equestrian disciplines, and the extraordinary talent of many of the foremost professional equestrian performers in North America. This year's show will be no exception. The equine performers who will be participating in the 2010 Pfizer Fantasia at Equine Affaire will be traveling to the event from New England and as far away as Florida, Colorado, Kentucky, and Texas, and will include breeds as diverse as Andalusians, Paso Finos, Icelandics, Arabians, Paints, Dutch Warmbloods, Friesians, Aztecas, and Quarter Horses.

**What to expect.** “The lineup of performers at this year’s Pfizer Fantasia will include several new performers and acts as well as a couple of familiar faces from past shows,” explained Eugenia Snyder, the President of Equine Affaire. “Our Fantasia production team has worked hard to develop a show that will have an entertaining blend of disciplines, variety in tempo and music, and a blend of dramatic and high-action performances. We are delighted to welcome back the incomparable Staci and Jerry Diaz who will be presenting two new acts at the show, the ever-popular Icelandic Performance Team, and Christine Drentwett who will perform a special garrocha pas de deux with Colorado-based reiner, Aaron Ralston. Liz Austin will make her debut appearance at the Pfizer Fantasia riding Oliver in a grand prix level musical freestyle, and trick riding gurus, Shane and Susie Karson will dazzle the audience with their death-defying riding skills. We have some very special driving and breed-related performances in production, several new surprise acts to introduce, and an opening to the show that will acknowledge Veteran’s Day and pay tribute to our armed forces.” The 2010 Pfizer Fantasia will highlight the brilliance, grace, and athleticism of horses and the special connections we share with them and be an evening of quality entertainment for horse enthusiasts of all ages.

**Get your tickets now!** The doors to the Eastern States Exposition coliseum will open for the Pfizer Fantasia at 7:30 on Thursday, Friday, and Saturday evenings; each show will begin at 8:00. Tickets for the Pfizer Fantasia range in price from \$12 to \$24 plus a shipping/handling/seat selection fee. Advance tickets may be purchased through October 22nd online with a credit card (Visa, MasterCard, Discover) at [www.equineaffaire.com](http://www.equineaffaire.com) or by calling (740) 845-0085. Any tickets not sold in advance will go on sale at Equine Affaire at the Information Booth in the Better Living Center at 9:00am on Thursday, November 11th.

Equine Affaire will take place November 11–14, 2010, and feature an educational program of more than 200 different clinics, seminars, and demonstrations by renowned trainers, competitors, coaches, and other industry professionals; a Youth Pavilion; Breed Pavilion and Horse & Farm Exhibits; the Versatile Horse & Rider Competition; and the largest equine-related trade show in the East. Visit [www.equineaffaire.com](http://www.equineaffaire.com) or call (740) 845-0085 weekdays from 9:00am–5:00pm Eastern for detailed information on tickets, area hotels, opportunities to ride in clinics, and the clinic and seminar schedule.

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*(Note: This release is time-sensitive as it pertains to an event with an application deadline of September 3rd.)*

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*Photographs available.*

**Bring Your Horse with You to the 2010 Equine Affaire  
to “Ride With The Best”**

**W. Springfield, MA, November 11–14, 2010**—Equine Affaire will return to the Eastern States Exposition in W. Springfield, MA, November 11th through the 14th and feature an educational program that will include more than 200 different clinics, seminars, and demonstrations on a broad range of equine disciplines and horse-related topics conducted by many of the nation’s foremost coaches, competitors, horse trainers, and equine management experts. While training clinics presented at Equine Affaire will be conducted to educate horse enthusiasts who will be watching from their seats in the stands, these clinics also offer unique opportunities for selected riders and horses to receive individual instruction and training from nationally-recognized industry professionals to whom access may not otherwise be available.

Most of the clinicians who will be featured at the 2010 Equine Affaire will be participating in the “Ride With The Best” program and accepting horses and riders for their clinic sessions. While some are seeking riders and horses with specific skills or problems, others are seeking any riders

interested in improving their relationships with their horses. The 2010 Equine Affaire will offer such a wide range of learning opportunities—and you and your horse may be the ideal participants for one or more sessions.

Presenters who will be conducting clinics on “general” horsemanship and horse training topics include **Chris Cox**, **Monty Roberts**, **Stacy Westfall**, and **Julie Goodnight**. Clinicians offering sessions within the English disciplines are **Jane Savoie** and **Betsy Steiner** (*dressage*), **Daniel Stewart** (*equestrian sports psychology over fences and on the flat*), and **Muffy Seaton** (*driving*). The western disciplines will be well-represented by **Marlene McRae** (*barrel racing & pole bending*), **Stacy Westfall** (*reining*), **Aaron Ralston** (*cutting and trail competition*), and **Robin Gollehon** (*western pleasure and yearling lunging*). **Brenda Imus** and **Steve Edwards** will offer clinics of special interest to owners and riders of easy-gaited horses and mules.

The modest fees for clinics in Equine Affaire’s “Ride With The Best” program range from \$65–\$100 and include clinic participation, event admission, and stabling. Clinicians will select the participants for their sessions from written applications and videos submitted to Equine Affaire. Clinic details and an application are available at [www.equineaffaire.com](http://www.equineaffaire.com). Interested riders may also request a “Ride With The Best” information packet by contacting Paula Woodward at [pwoodward@equineaffaire.com](mailto:pwoodward@equineaffaire.com) or by calling (740) 845-0085 ext. 109. Whether you’re trying to improve your dressage test score, lower your barrel racing run time, fine tune your reining patterns, or have your horse trained by one of the top horse trainers in the nation, you won’t want to miss the opportunity to participate in Equine Affaire’s “Ride With The Best” program. Contact Equine Affaire now; *the clinic application deadline is September 3rd!*

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**Talented Horse & Rider Teams to Compete for \$5500  
at Equine Affaire’s Versatile Horse & Rider Competition**

**W. SPRINGFIELD, MA, November 12–14, 2010**—Now in its fourth year, Equine Affaire’s signature horsemanship event, the Versatile Horse & Rider Competition, will take place November 12th through the 14th at the Eastern States Exposition in W. Springfield, MA. Thirty pre-selected horse and rider teams will compete for the title of “Versatile Horse & Rider Competition Champion” and \$5500 in cash and other prizes in this timed and judged race through an obstacle course designed to test communication between horse and rider and the horsemanship skills and athleticism of each team. Over the past few years the Versatile Horse & Rider Competition has quickly become one of the most popular features of Equine Affaire. Throughout both the qualifying rounds and finals of the competition, crowds cheer on their favorite contestants as they negotiate the challenging obstacle course at top speeds and are pushed out of their “comfort zones.”

The 2010 Versatile Horse & Rider Competition will be conducted within the 95' x 200' horse show arena in the Eastern States Exposition coliseum and will have a Pony Express theme. As in the past, the course will feature a combination of some traditional as well as “not-so-traditional” trail obstacles and riding challenges such as jumping over or through components, backing through a pattern, pole bending and/or roll backs, various gymkhana games, working gates, and riding over or through difficult/spooky objects. Aaron Ralston of Silt, CO, will serve as the judge for this year’s competition, and Julie Goodnight of Salida, CO, will provide enlightening and entertaining commentary for the audience.

During the Versatile Horse & Rider Competition, the performance of each horse and rider team will be judged on each obstacle for both quality of horsemanship and timing. For each obstacle, the judge will award performance points on a scale of 1 to 5 based on the rider’s horsemanship, the horse’s attitude, and the team’s overall performance. Horses and riders will be required to complete each obstacle within 30 seconds in order to receive points. If an obstacle is not completed within the given timeframe, the contestant will be flagged and must move on to the next obstacle. Times will be translated into points, and the team with the highest overall point score will be the 2010 Versatile Horse & Rider Competition Champion.

A maximum of 30 horse/rider teams will be selected to participate in the race. Qualifying rounds will be conducted on Friday and Saturday afternoons, and the top 10 horse and rider teams in these rounds will advance to the Versatile Horse & Rider Competition Finals on Sunday morning. Cash prizes will be awarded to the top four contestants with the first place team receiving \$2,500 and the title of Versatile Horse & Rider Competition Champion and the second,

third, and fourth place teams receiving \$1,750, \$1000, and \$250 respectively. Additional prizes will be announced prior to the event, and all prizes will be awarded at the conclusion of the Finals on Sunday morning.

Equine Affaire's Versatile Horse & Rider Competition will be open to all riders age 18 years and older and horses of all breeds and disciplines. All horse and rider teams will compete against each other; there will be no "divisions" based on gender or age. The entry fee for each horse/rider team is \$350 and includes stabling on Thursday through Saturday nights and a four-day ticket to Equine Affaire for the rider. Individual riders may compete with more than one horse in the race, but they must submit a separate application, video, and fee for each horse they wish to enter. Applications and support materials will be accepted by Equine Affaire through September 3rd; they will be reviewed by the management of Equine Affaire, which will select the final contestants for the competition and notify contestants by October 1st. To obtain all of the details on the competition and an entry form, consult [www.equineaffaire.com](http://www.equineaffaire.com) or contact Paula Woodward at [pwoodward@equineaffaire.com](mailto:pwoodward@equineaffaire.com) or by calling (740) 845-0085 ext. 109.