

**FOR IMMEDIATE RELEASE**

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*Photographs available.*



**EQUINE AFFAIRE SHOWCASES EDUCATIONAL OPPORTUNITES AND  
EXTREME COWBOY RACE™**

**POMONA, CA**—Equine Affaire, the nation’s premiere equine exposition and equestrian gathering, will return to Fairplex from January 29th through February 1st, to offer a platform for tens of thousands of horse enthusiasts from throughout the Southwest to share their passion, expand their knowledge, and browse the largest horse-related trade show in the West.

Since 1994, Equine Affaire events have featured leading coaches, competitors, and trainers from throughout the country providing the equestrian world with a full schedule of in-depth training clinics. In 2009 at Fairplex, Equine Affaire’s legendary educational program will continue with more than 125 clinics, seminars, and demonstrations. At this upcoming event, Equine Affaire’s successful format will feature popular general trainers **Chris Cox, Craig Cameron, Mark Rashid, and Julie Goodnight** as well as exceptional discipline-specific trainers including **Steffen Peters** (*Dressage*), **Marlene McRae** (*Barrel Racing & Pole Bending*), **Elizabeth Graves** (*Easy-Gaited Horses*), **Yonnick Firehorse** (*Become One Spirit Horsemanship*), **Karen Scholl** (*Horsemanship for Women*), **Donna Snyder-Smith** (*Distance Competition and Centered Riding®*), **Diane Kastama** (*Driving*), **Steve Edwards** (*Mules & Packing*), **Bonnie Davis** (*Trail Riding & Camping*), and **James Shaw** (*Tai Chi for the*

*Equestrian*). Please check [www.equineaffaire.com](http://www.equineaffaire.com) for additions to the clinic roster for reining as well as hunter and jumper opportunities. Equine Affaire's "**Ride With The Best**" program will provide a unique opportunity for riders of all levels and many disciplines to refine their riding and competitive skills.

Equine Affaire will offer excitement each evening as Craig Cameron's popular and action-packed **Extreme Cowboy Race**<sup>™</sup> returns to the event at Fairplex. As seen on RFD-TV, the Extreme Cowboy Race is a thrilling timed and judged event that combines speed, finesse, and refined communication as riders guide their horses through a challenging obstacle course at high speeds. Equine Affaire attendees will have the opportunity to watch all of the heart-stopping action as Julie Goodnight judges the horsemanship skills of the 36 pre-selected horse-and-rider teams that will compete. Top contestants will earn \$4250 in cash and other valuable prizes as well as the title of Extreme Cowboy Race Champion. Hosted by Craig Cameron, the Extreme Cowboy Race will begin at 7:30pm Thursday, Friday, and Saturday evenings in the covered arena.

In addition to the impressive clinic roster and the Extreme Cowboy Race, top industry professionals will also present a variety of subjects in the demo ring and the seminar stage. The 2009 Equine Affaire demos and seminars will cover such diverse topics as homeopathic remedies and alternative therapies; equine first aid; English and western saddle fit and biting; rider fitness; equine law; communicating with horses; horse behavior analysis; equine massage and chiropractics; horse selection; stable management; senior horse care; and equine vacations.

Equine Affaire patrons, as in previous years, will be eligible to enter a free raffle before and during the event with chances to win fantastic prizes. Consult [www.equineaffaire.com](http://www.equineaffaire.com) to learn all of the details on this year's raffle and to enter online through January 16, 2009. Be sure

to visit the Raffle Center in Building 8 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 1st at 4:00pm, and winners need not be present.

More than 30 outstanding equine-related manufacturers and retailers generously support Equine Affaire through sponsorships. These partnerships allow 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 2009 Equine Affaire in California including *California Horsetrader*, Carson Trailer, Farnam Companies, FCP Barns and Buildings, Red Barn, All American Trailers, Inc., Andis Company, Arabian Horse Association, and *Horse & Rider*.

In addition to Equine Affaire's comprehensive educational program, visitors will have the opportunity to browse largest equine-related trade show in the West. More than 350 of the nation's leading equine organizations will be located within acres of indoor and outdoor exhibits at Fairplex.

Each day Equine Affaire will provide young horse enthusiasts and riders with 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 Wahl Clipper Corporation. Several youth-oriented associations and organizations will be on hand to help get children involved in the equine industry. The Celebrity Horse Showcase, presented in conjunction with the Youth Pavilion, will showcase famous equines including Nevada Joe (North American Riding for the Handicapped Association, Inc. Equine Ambassador and Breyer® model) and Tequila Sunrise (a rare American Walking Pony that is the only example of its breed

in the western half of the United States). Additional equine celebrities will be announced in the near future.

Equine Affaire will take place Thursday through Saturday from 9:00am to 7:00pm and Sunday from 9:00am to 5:00pm. Craig Cameron's Extreme Cowboy Race will be featured Thursday through Saturday evenings beginning at 7:30pm. General admission for adults will be \$16/day or \$55/four-day pass; children 7–12 will be \$10/day or \$35/four-day pass; children six and under will be admitted free. General admission will include entry to the trade show; all clinics, seminars, and demonstrations; and the Extreme Cowboy Race each evening. Adults will receive a free event program with admission. Fairplex will charge for parking.

Discount rates are available at many Equine Affaire host hotels near the facility, and camping will be available at the Fairplex KOA campground adjacent to the event site. For continuously-updated information, consult [www.equineaffaire.com](http://www.equineaffaire.com) or call (740) 845-0085 weekdays, 9:00am–5:00pm Eastern.

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