

## **2010 ~ The 41<sup>st</sup> Equine Affaire A Celebration of the Horse**

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for the Massachusetts Horsemen's Council**

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### **For Immediate Release**

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

Equine Affaire's hugely popular Breed Pavilion and Horse & Farm Exhibits area feature over 40 breeds of horses from around the world. Representatives of national and regional breed associations and color registries were available to answer questions about their breeds, and a rotating cast of equines were presented in hand for "up close and personal" inspection.



Everything from miniatures to drafts, stock horses to sport horses were on display. Breed demonstrations conducted in the clinic arenas provided many opportunities to appreciate the conformation, characteristics, and attributes of the various breeds. The Horse & Farm Exhibits was the place to connect with representatives of individual breeding farms and training stables to research breeds of horses, horses for sale, stallions at stud, riding lessons, and training and boarding facilities throughout New England.

Equine Affaire's huge trade show offered one-stop shopping at more than 400 of the nation's leading equine-related retailers, manufacturers, service providers, and organizations. Acres of informative exhibits and equine products ranging from tack, riding apparel, artwork, gifts, and grooming supplies to fencing, stalls, barns, farm equipment, and horse trailers filled five exhibit halls and the areas in between. A one of a kind experience!

### **The Equine Affaire was an ARIA Test Site**

Equine Affaire was an official testing center for the American Riding Instructor Association. The 2010 test was held in the Young Building at the event on Saturday, November 13<sup>th</sup>. For more information on the American Riding Instructors Association and testing registration, visit the ARIA Web site at [www.riding-instructor.com](http://www.riding-instructor.com) or call (239) 948-3232.

Equine Affaire offered more than 230 clinics, seminars, and demonstrations on a wide variety of equestrian sports and horse training, management, health, and business topics. Equine Affaire's roster of presenters will include Olympians; World and National Champion riders; Pan Am Games, WEG, and NFR competitors; popular equestrian TV personalities; authors; course designers; judges; veterinarians; professors, and other top industry professionals.

The Youth Pavilion presented young horse enthusiasts with exhibits by horse-related youth organizations, a demo ring with presentations specifically geared to the interests and needs of young riders, breed spotlights, and a host of fun activities including model horse painting, a trivia quest, stick horse making, and a stick horse rodeo.

Equine Affaire's crowd favorite, the Versatile Horse & Rider Competition took place on Friday, Saturday, and Sunday in the coliseum. In this fast-paced competition 30 pre-selected horse and rider teams raced at top speeds through an obstacle course designed to test communication between horse and rider and push the contestants out of their "comfort zones. Competitors negotiated challenging obstacles and horsemanship tests to race to the finish line for \$5500 in cash, a Circle Y saddle, and other prizes!

Equine Affaire's signature musical celebration of the horse the "Pfizer Fantasia" is produced on Thursday through Saturday evenings. From Black Beauty to the Black Stallion, fantasy meets reality at the Pfizer Fantasia. This special equine musical revue will featured a star-studded lineup of professional equestrian performers, exceptional horses choreographed to a wide variety of musical styles, and a touch of magic!