

For Immediate Release



## ***Horse Expo Pomona Returns to the Fairplex January 30 - February 1 with Everything Imaginable For the Horse Enthusiast***

(Pomona, Calif...January XX, 2015) One of the nation's finest horse expos, ***Horse Expo Pomona***, will return to Southern California for its fourth year, Friday through Sunday, January 30 - February 1, at the Fairplex, 1101 W. McKinley Avenue, Pomona. Show hours are 9:00 a.m. – 6:00 p.m. daily.

This dynamic event will bring together over 35,000 horsemen from Southern California and around the country. Attendees will come face-to-face with top tier equestrian athletes and industry veterans on a fast-paced exhibition floor. Attendees will find over 300 exhibits featuring the most innovative companies in the horse industry displaying products and services, with special show discounts and complimentary samples offered. Plus, action packed contests, demonstrations, clinics and more.

"We are excited about the line-up for this year as we continue to grow ***Horse Expo Pomona***," says Miki Nelsen, President of Horse Expo Pomona. "We are committed to providing a top notch event that not only educates but provides a weekend of fun for everyone from the serious competitor to the leisure weekend riders."

**The California Classic Invitational Stock Horse Championship**, an all-around stock horse event, is back on Friday, January 30 at 6:00 p.m. at the Ram Trucks Freedom Arena. This cow horse championship will bring together some of the top horseman from all over the US and Canada to compete in a night of reining, cutting and fence work. There will be prize money awarded to the top three contestants. The first place winner will also receive the coveted Gist Silver Custom Silver Award Buckle as well as other exciting prizes. Judging this year's event will be **Sandy Collier**, a multiple NRCHA & AQHA World Reining Champion. Admission is free.

Throughout the weekend, a variety of demonstrations are scheduled with some of the top experts including: **Chris Cox**, one of the country's leading horsemen and clinicians (roping/cutting); **Charles de Kunffy**, world-renowned educator and author (dressage); **Nick Karazissis**, leading trainer and clinician and **Nick Karazissis Jr.**, (hunter/jumping); **Larry Whitesell**, renowned trainer and clinician (gaited); **Brandi Lyons**, daughter of "the most trusted horseman in America," John Lyons; **Jonathan Field**, expert on equine psychology; **Craig Cameron**, known as "The Cowboy's Clinician"; **Barbra Schulte**, a 2012 inductee of the National Cowgirl Hall of Fame (cutting); **Julie Goodnight**, natural horsemanship trainer, speaker and television personality (star of *Horse Master* on RFD-TV); **Kalley Krickeberg**, specialist in young and problem horses and liberty training, and many more.

Need some practical information? A variety of equine expert speakers will be on hand the ***Horse Expo Pomona*** University stage including: **Robert M. Miller DVM**, equine behaviorist and 30-year equine

veterinarian; **Deb Bennett PhD**, known for her scientific approach to conformation analysis of horses; **Liv Guide**, professional equine groomer, **Clair Thunes, Ph.D.**, experienced nutritionist and a UC Davis PhD graduate in Nutritional Biology; **Jim Masterson**, creator of a multi-modality method of equine massage, the Masterson Method®; **Tom Mayes**, expert in integrated equine therapies; **Zsuzsu Illes**, Master Saddle Fitting Consultant, MSFC certified, and **Sloane Milstein**, founder of College Riding 101.

The **Trail Symposium** will feature experts who will provide tips on proper use and safety out on the trail. From the Black County Horsemen Association, current Director **Peter Kriger**, will address gentle use of trails and camping pointers and **Sue Watkins** will provide tips about hands-on packing and knot tying. **Teresa Spencer**, author and owner of EquestriSafe, will speak about trail safety and stable evacuation preparedness. **Bonnie Davis**, a 40-year horse camper veteran, will provide tips on horse camping. **Robert Eversole**, known as the Trail Meister, will provide tips about lightweight horse camping and the use of a map and compass. **Jim Meyers**, will talk about preserving the use of equine trails and multi-use trails in Southern California.

The **Young Rider Park**, sponsored by Young Rider Magazine, will offer safe and fun activities for the aspiring young rider. Kids can partake in vaulting practice sessions and see presentations by the Breyer Horse Workshop, Pony Club of America and the 4-H. Kids can create and take home a variety of arts and crafts including horse drawing and paintings projects, as well as create tasty treats for their horse in the Horse Cookie Kitchen.

The **Breed Revelation** is back at the Expo and will provide an opportunity for attendees to see popular as well as unusual breeds up close and talk directly to the breeders in a relaxed coffee shop setting. Also, see the breeds in action as demonstrations are planned daily in the Spirit Arena. Some of the breeds featured include Andalusian, BLM Mustang, Friesian, Peruvian and Tennessee Walking Horse.

Attendees will want to check out the **Great American Truck Display** and see the latest in four-wheeled horsepower.

The **Horse Expo Pomona** weekend will offer attendees with their horses or mules the chance to win big prizes and bragging rights as **The Ultimate Super Horse Challenge** returns, offering a purse totaling over \$5,000 in cash and prizes, at the Ram Trucks Freedom Arena. This three-day competition will consist of five different events that will show the communication between the horse and rider. Challenges include a Cowboy Dressage test, a parade, a working cow's exercise, a trail course and more.

There is still time to get your early bird Expo tickets now and save. Through February 1, tickets purchased online are \$15 each per day. Tickets at the door will be \$18 per day or \$45 for the full weekend. Tickets for children 13 years and under are \$5 per day and children under six are admitted free. Plenty of parking is available and located at Gate 17 off McKinley Ave. For complete information on **Horse Expo Pomona** ticketing, exhibiting or sponsorship opportunities call (800) 352-2411 or visit [www.horseexpoevents.com](http://www.horseexpoevents.com).

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