MINNESOTA HARVEST HORSE SHOW

MEDIA KIT

MINNESOTA
HARVEST HORSE SHOW

MEDIA KIT
Table of Contents

PRESS GAME PLAN	**3**
BASIC INFORMATION	**4**
EVENTS/SCHEDULE	**5**
SHOW JUMPING GLOSSARY & TERMS	**6**
HUNTERS/EQUITATION/JUMPERS	**7**
DETAILS AND OFFICIALS	**8**
WE CAN RIDE, INC.	**9**
STORY IDEAS	**10**
FOR IMMEDIATE RELEASE	**12**
PAST WINNERS	**14**
AUDIENCE AND PARTICIPANT DEMOGRAPHICS	**15**
NATIONAL ECONOMIC IMPACT OF THE U.S. HORSE INDUSTRY	**16**
2008 SPONSORS	**17**
PHOTOS	**18**

MINNESOTA
HARVEST HORSE SHOW

PRESS GAME PLAN

Thank you for covering the Minnesota Harvest Horse Show. We hope to help make your efforts as simple and pleasant as possible.

FIRST THINGS FIRST- GET YOUR PRESS PASS
FRIDAY AND SATURDAY NIGHT: Sign in at Will Call and you will be issued a press pass and directed to the Show Office and/or press viewing/photography area. Ask for Carrie Wirth.
ALL OTHER TIMES: Go directly to the show office for your pass. Ask for Patti Nelson.

PARKING: There is no designated Press Parking area, but we can make arrangements for working TV crews. Contact Carrie Wirth at 612 209 0310 or carrie.wirth@embarqmail.com

ARRANGE FOR RESULTS OR INTERVIEWS: Results are available every day in hard copies in the horse show office. If you would like to interview a rider, trainer or show official, we can assist you in finding that person. Friday and Saturday night ask for Carrie Wirth. All other times ask for Patti Nelson.

WATCH THE $30,000 NUTRENA GRAND PRIX FROM THE MEDIA TABLE: The Press Table is available on Friday and Saturday nights. It is a great location to watch the $30,000 Nutrena Grand Prix and the $10,000 Purina Junior/Amateur Jumper Classic. The Grandstands also offer a good vantage point from which to view the classes. Wireless Internet access is available in the Coliseum.

PHOTOGRAPHER SHOOTING AREAS FOR FRIDAY AND SATURDAY NIGHT: The media table is dead center and is a great place for TV /cameras to shoot. If you would like additional vantage points, we will try to accommodate you. Please work with Carrie Wirth 612 209 0310 to shoot at any other location within the Coliseum.

SATURDAY NIGHT SPONSOR PARTY: The Sponsor Party is a great place to catch the riders and the sponsors for a few words and have a bite to eat. The party is from 5:00 to 6:00 p.m. A press pass is required for entry to the party.

BIOGRAPHIES OF THE RIDERS: We have bios of the grand prix riders available for your reference. If you need a particular bio, we will gladly provide one to you.

BRING CLIPS OF YOUR STORIES: If you have had any stories published about the Minnesota Harvest Horse Show or some of your stories will be coming out during the show, please bring them with you. We keep a file of all published clips.

PLEASE DON'T FORGET TO MENTION OUR SPONSORS: Many of our sponsors' names are associated with a class. We would appreciate if you could mention our sponsors' names whenever possible. They help make the Minnesota Harvest Horse Show possible.

If you have any questions, please contact Carrie Wirth at 612 209 0310, fax: 763-428-8575 carrie.wirth@embarqmail.com.

MINNESOTA
HARVEST HORSE SHOW

BASIC INFORMATION

WHAT: The 17th Annual Minnesota Harvest Horse Show
$30,000 Nutrena Grand Prix of Minnesota
To Benefit *We Can Ride, Inc*.

WHERE: Minnesota State Fair Coliseum

WHEN: **$30,000 Nutrena Grand Prix of Minnesota Saturday, October 4, 2008, 7:30 P.M.**
Fun Family Activities Begin at 6:00 P.M.
Minnesota Harvest Horse Show Runs: Sept 30 - October 5, 2008

COST: **$8 Per Person, Children Under 12 Free for the $30,000 Nutrena Grand Prix of Minnesota**
FREE Parking.

WHO: Local equestrians, up-and-coming riders, Olympic veterans and world-class competitors.

DESCRIPTION: The $30,000 Nutrena Grand Prix of Minnesota is the featured event of the Minnesota Harvest Horse Show, the longest running, indoor, hunter/jumper horse show in the United States. Riders include the best and brightest of local equestrians, world-class competitors and Olympians in the electrifying sport of Grand Prix Jumping. If more than one rider completes a clear round, an exciting jump-off against time determines the winner. This event benefits *We Can Ride, Inc*., which provides therapeutic horseback riding and driving to children and adults living with disabilities. Get there early (at 6:00 PM) to see the Pet Costume Contest, the adorable children's Lead Line class, the Parade of Harvest Horse Show Champions and a presentation by *We Can Ride, Inc.*

FOR TICKETS: At the Gate or Contact *We Can Ride, Inc.*
952-934-0057
http://www.wecanride.org

CONTACTS:

Media Contact	Carrie Wirth 612-209-0310 carrie.wirth@embarqmail.com
Minnesota Hunter Jumper Association	Gail Brandt, President gbrandt@fredlaw.com http://www.mhja6.org
Midstates Horse Shows:	Kris Rame 352-875-8446 krisrame@aol.com http://www.midstateshorseshows.com

Sponsorship/Catering:	Mary Jo Cody 651-592-6132 Mjcody40@msn.com
We Can Ride, Inc.	Tom Bezek 952-934-0057 director@wecanride http://www.wecanride.org

The Minnesota Harvest Horse Show begins on Tuesday, September 30 and continues through Sunday, October 5, 2008 with hunter, pony, jumper and equitation competition starting daily between 7:30 and 8:00 A.M. Admission is free, with the exception of the Friday and Saturday events. The show also features fun shopping with boutiques for the horse enthusiast and animal lover. The action takes place at the Coliseum at the Minnesota State Fairgrounds. Go to Midstateshorseshows.com for more information.

EVENTS/SCHEDULE

TUESDAY, SEPTEMBER 30, 2008
Starting at 7:30 A.M. Hunter and Jumper Classes

WEDNESDAY, OCTOBER 1, 2008
Starting at 7:45 A.M. Hunter and Jumper Classes
The $3,000 American National Family of Companies Minnesota Harvest Hunter Classic
A class that traces its roots to the tradition of hunter competition with a course comprised of natural obstacles similar to what a rider would encounter on the hunt field.

THURSDAY, OCTOBER 2, 2008
Starting at 8:00 A.M. Hunter, Equitation and Jumper Classes
$2,500 Harvest Time Welcome Stake

FRIDAY, OCTOBER 3, 2008
Starting at 7:30 A.M. Hunter, Equitation and Jumper Classes
6:00 P.M. $10,000 Purina Junior / Amateur Owner Jumper Classic
$2,500 Punch Pizza Children's / Adult / Amateur Jumper Classic
These classes are every bit as exciting as the Grand Prix. A great family evening, tickets are only $4 per person with free admission for children under 12.

SATURDAY, OCTOBER 4, 2008
Starting at 7:30 A.M. Hunter, Pony, and Equitation Classes
7:30 P.M. $30,000 Nutrena Grand Prix of Minnesota

SUNDAY, OCTOBER 5, 2008
Starting at 7:30 A.M. Hunters, Pony, Equitation and Jumper Classes
$5,000 Harvest Time Rising Stars

SHOW JUMPING GLOSSARY & TERMS

CLEAN ROUND
When a horse completes the prescribed course within the time allowed, without incurring jumping faults. When more than one horse as a 'clean round,' a jump-off occurs.

COMBINATION
A combination is comprised of two, three, or more obstacles with a maximum distance between them of 39'5", which must be taken in two, three, or more successive jumps. If a horse has a refusal at any fence in a combination, he must re-jump the entire sequence.

FAULTS
Grand Prix Show Jumping is scored by faults or penalties accrued by horse and rider while they negotiate the course. Scoring is determined as follows:

Knockdown of an Obstacle	4 Faults
First Refusal	4 Faults
Second Refusal	Elimination
Any foot touching the water or marker of a water jump/liverpool	4 Faults
Failure to Cross Starting Line before the Timer Starts within 45 Seconds	No Score
Exceeding the Time Allowed	1 Fault/Second
Off Course	Elimination
Fall of Horse or Rider	Elimination

JUMP-OFF
Horses tied for first place after the first round [a 'clean round'], must 'jump-off' in a timed jump-off round. The winner is the horse with the fewest number of faults and the fastest time.

JUMPING ORDER
The jumping order is determined in a drawing before the event so each rider has an equal chance of attaining a favorable position. Riders near the end of the order have the advantage of seeing how prior riders negotiate the course.

KNOCKDOWN
An obstacle is considered a knockdown when a horse or rider lowers any element, which alters the specified height of an obstacle.

LIVERPOOL
A liverpool consists of a plastic element meant to represent a small water obstacle. If used at an oxer; the front of the liverpool may not be more than 3'3" in front of the jump. If used at a vertical; the back of the liverpool may not exceed the front plane of the jump.

OFF COURSE
A horse is considered off course if it deviates from the course as outlined on the posted diagram.

RAIL
The wooden poles used on obstacles are called rails and must be a minimum of six feet in length and four inches in diameter. Rails usually measure about 12" long on the average fence.

REFUSAL
A refusal is when a horse stops before the fence or runs out to the side to avoid negotiating the obstacle.

SCHOOLING
Practicing or training in preparation of the event.

SPREAD FENCE [OXER, TRIPLE BAR]
A spread fence consists of more than one vertical element not on the same vertical plane and is taken as one effort.

STRIDE
The amount of ground the horse covers in one 'step' is called the horse's stride, which averages 12". The distances used in Grand Prix Show Jumping are set accordingly.

TIME ALLOWED
A specified period of time to complete the course. If the time allowed is exceeded, time faults are added to the horse's score.

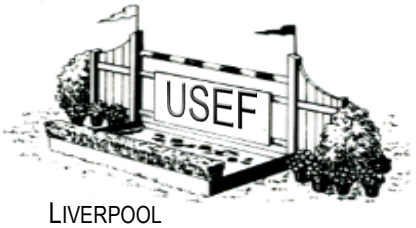
UNITED STATES EQUESTRIAN FEDERATION, INC.
The national governing body of equestrian sports.

VERTICAL
A fence consisting of a single vertical element with no spread.

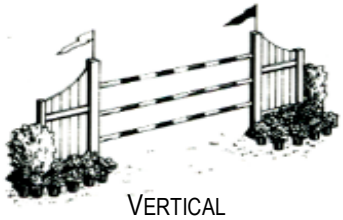
VOLUNTARY WITHDRAWAL
A rider makes the decision not to continue on and to leave the ring usually with a nod of the head or a tip of the hat to the judge. A rider may decide to withdraw because of problems with the horse, trouble negotiating the course, or because he knows he has too many faults to place in the ribbons

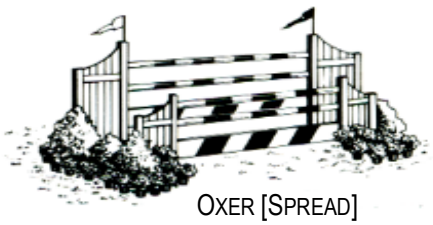
WALKING THE COURSE
Because riders and horses may not practice the course before the competition, the riders are permitted to walk the course and check the fences and distances by 'pacing off' the strides. Walking the course allows the rider to determine the proper number of strides between fences and optional turns to assure a smooth and fast ride with the fewest faults.

WATER JUMP
A water obstacle is a ditch filled with water with at least an 8' spread. A rail of no higher than 3'6" over the center may be placed and judged accordingly.



LIVERPOOL


VERTICAL


OXER [SPREAD]

HUNTERS/EQUITATION/JUMPERS

WORKING HUNTERS
working hunters

The Working Hunter is representative of the type of Horse used in the sport of Fox Hunting, possessing manners, jumping ability, style, pace, and quality. The judge is looking for a Horse which would be the most agreeable mount to 'ride to the hounds.'

The Working Hunter must demonstrate his ability to furnish the rider with a smooth and safe ride, clearing all of the obstacles in stride with a minimum of effort and a pace he can maintain during a day in the hunt field.

In judging the Working Hunter, a horse will be penalized for refusals, knockdowns, and basic disobediences.

The judge may not fault for the rubbing of a rail, unless it is the fault of poor-quality jumping. Penalties may also be assessed for inadequate or unsafe jumping.

The Working Hunter courses are designed to offer a reasonable facsimile for the conditions a Working Hunter would meet on a day at the hunt, with natural obstacles and décor. Therefore, it goes without saying, that it is the Horse, and not the rider, being judged in the Working Hunter Classes.

In the Working Hunter Classes, judge the horse for quality jumping, manners, refinement, pace, and turnout—a smooth, comfortable, and visually flawless ride.

HUNT SEAT EQUITATION
hunt seat

In today's Hunt Seat Equitation, it is the rider and not the horse that is being judged. The actions of the horse are important only as they reflect on the horsemanship of the rider. Thusly, it is possible for a rider whose horse 'acts up,' to be placed among the winners because in the judge's opinion, the rider met the problem skillfully. Conversely, a seemingly good rider may mean nothing more than a placid horse carrying an unskilled passenger.

It is only the rider being judged in Horsemanship Classes whether it is 'over fences' or 'on the flat.' In Equitation, the judging and scoring is not based on the same process as Working Hunters or Show Jumping.

Judges are looking for style of riding, proficiency, accuracy, and judgment in the use of the aids [hands, seat, and legs], an overall impression of complete and quiet control, demonstrating skilled horsemanship.

In specifications of Equitation Classes, there is a reference to 'tests.' This refers to the tests of Horsemanship established by USEF [United States Equestrian Federation], and is published in the USEF Rule Book. These tests may be applied to the class at the judge's discretion.

Equitation courses are designed to offer the challenge of skill and judgment. The jumps and courses may be representative of those often seen in Show Jumping.

For Equitation only judge the form, skill, precision, and handling by the rider.

GRAND PRIX JUMPING
show jumping

One of the most exciting moments in sports for the spectator to watch is when the jumpers go into action at a horse show. To experience a great horse and rider combination competing over a demanding course is thrilling and impressive. In order to derive the full measure of enjoyment from these events, the spectator needs to understand the basics of keeping score.

The jumper is the 'athlete' of the show. His task is solely to jump, regardless of style or manner, and his score is based entirely on his performance alone.

The scoring for show jumping is based on a point system for 'faults,' for example, knocking a rail down, jumping refusals, or exceeding the specified time limit. The winner is the horse and rider who has least number of faults. Hence, *time* is the key factor in deciding the outcome In Show Jumping Classes, what counts is how faultless and, in the end, ultimately how fast!

Electronic and manual backup timers are used to accurately record time. In the case of a tie after the first round [clean or equal number of faults], jump-offs are conducted over a shortened and usually raised course. Those competitors will compete again, only this time against the clock.

Designing jumper courses is a technical art form with no two courses ever alike. A diagram of the course is posted indicating the direction and sequence the course must be taken. The rider has the chance to 'walk" the course prior to each event to plan their best course of action.

Each jump is numbered and flags are placed to indicate the direction the obstacle is to be taken: the red flag is on the right and the white flag is on the left.

MINNESOTA
HARVEST HORSE SHOW

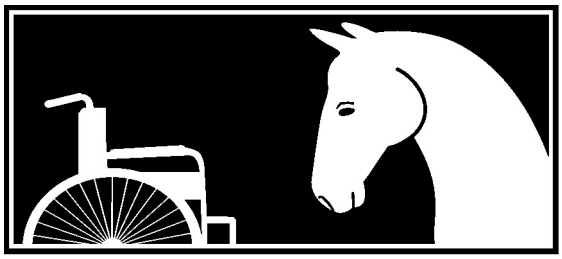
DETAILS AND OFFICIALS

Minnesota Harvest Horse Show is a Member of the USEF (United States Equestrian Foundation)
And is Recognized by:
The Minnesota Hunter Jumper Association
The Iowa Nebraska Hunter Jumper Association
The Illinois Hunter Jumper Association
The Wisconsin Hunter Jumper Association

Show Manager	Kris Rame Midstates Horse Shows LLC 508 Main Avenue Clear Lake, IA 50428 352 875 8446 krisrame@aol.com
Show Management Phone From 9/29 through 10/5 651 642 2338	
Judges	
Hunter/Equitation	Otis Brown, Wellington, FL
Jumper	Paul Sullivan, Jenks, OK
Jumper	Bob Powers, Hugo, MN
Steward	Robyn Eden, Omaha, NE
Course Designers	
Hunters	Rian Beals, Saugerties, NY
Jumpers	Peter Holmes, Cochwichan Bay, BC Canada
Announcers	Vic Carmen, Boise ID Paul Sullivan, Jenks, OK
Show Secretary	Barb Ahrens, Rockford, MN
Assistant Show Secretary	Patty Humphries, Waconia, MN
Marketing/Office	Harmony Elston, Saugerties, NY
Paddock Master	Paul Sullivan, Jenks, OK
Barn Manager	Kevin Booth, Duluth, MN
Ring Crew Coordinator	Rian Beals, Saugerties, NY
Farrier	Keith Raleigh, Lake Elmo, MN
Veterinarian (651 770 6166)	Ann Bower, Stillwater Vet Clinic
Night Watch	Scott Henry 651 210 0394
Medical Coordinator	Safeguard International
Photographer	Lili Weik 540 347 5402
Ribbons and Trophies	Louise Miner, Bloomington, MN

Minnesota Harvest Horse Show Committee; Andy Alstad, Cathy Barrea, Susan Carlson, Mary Jo Cody, Sarah Donnell, Karen Frey, Charity Gannon, Anne Healy, Cricket Huss, Betsy Kieffer, Jeanette Marino, Janet McCaffrey, Sally McDonald, Patti Nelson, Carrie Wirth

WE CAN RIDE



WE CAN RIDE, INC.
Horses Helping People Discover Their Abilities

Horseback riding is recognized as a uniquely beneficial form of therapy that is impossible to duplicate in a clinical setting. Along with the physical benefits, horseback riding and driving gives individuals a sense of accomplishment and increases self esteem. The special bond that develops with the horse boosts confidence and self-worth.

We Can Ride, Inc. is a 501(c)(3) nonprofit, volunteer-based organization whose mission is serving children and adults living with physical, cognitive, emotional, and behavioral disabilities. Our goal is to enhance our client's skills and well being through challenging programs of therapeutic horseback riding and carriage driving.

We Can Ride, Inc. is a Premier Accredited Therapeutic Riding Center with North American Riding for the Handicapped Association **(NARHA**).

We Can Ride, Inc. operates with the talents of:

A volunteer Board of Directors involved in all programs.
A committed staff.
Credentialed physical and occupational therapists.
NARHA certified therapeutic riding instructors.
Trained and dedicated volunteers.
Specially trained horses and ponies.

Volunteers are the heart of We Can Ride. No previous experience working with horses or disabled individuals is necessary – only a desire to help is required.

For further information to become a volunteer, or make a donation to We Can Ride, please contact our office or visit our booth at the 2008 Minnesota Harvest Horse Show.

We Can Ride, Inc. PO Box 1102 Minnetonka, MN 55345
952 934 0057
www.wecanride.org

MINNESOTA HARVEST HORSE SHOW

STORY IDEAS

The Pucketts' Passions. John and Kim Puckett founded the hugely successful, Minnesota coffee house chain, Caribou Coffee in 1992 and sold it in 2000. The sale provided a little extra time to spend on their passion, show jumping. Both Kim and John have become highly respected amateur jumper riders, showing with trainer, Nick Novak and Gypsy Farms. While show jumping is their favorite sport, their favorite restaurant is Punch Pizza. In 2001 John Puckett became partners with John Soranno of Punch Pizza. Not only is Punch Pizza sponsoring the **$2,500 Punch Pizza Children's / Adult / Amateur Jumper Classic, at the Minnesota Harvest Horse Show,** he'll compete in the class as well.

Purina and Nutrena, Two Minnesota-Based Businesses Feeding the World's Horses. The two major sponsors of show jumping events at the Minnesota Harvest Horse Show, Purina and Nutrena are duking it out to be the leader in equine feed. Purina Mills, sponsor of the **$10,000 Purina Junior / Amateur Owner Jumper Classic,** has been manufacturing horse feed for over a century. The familiar checkerboard brand is a fixture on coops and feed stores around the country. Nutrena, Cargill's division of livestock and pet food and sponsor of the **$30,000 Nutrena Grand Prix of Minnesota,** has become a leader in the equine market. Both companies are becoming more and more visible as sponsors of equestrian sports. Purina ran spots during the Olympics and sponsors a Olympians, Laura Kraut and Darren Chiacchia, world class riders, Aaron Vale and Candace King among many other top equestrians and Western riders. Nutrena sponsors individual riders, like Olympians McLain Ward, Debbie McDonald and Gina Miles.

Horse Spa Time: Show horses are as pampered as our most spoiled pooches. After all, they are not only athletes but beloved pets. The horses get their hooves trimmed and polished, their manes and tails are washed, pulled and coiffed with braids. Massages are part of their regular grooming sessions. They are bathed, do aerobic exercises, get acupuncture and chiropractic adjustments. The horses at the show are treated better than their riders. Two Midwest equine grooming product firms that will vie for the show horses' business as vendors at the Minnesota Harvest Horse Show are Espana All Natural Grooming Products and Equispa Natural Horsecare, Aromatherapy and Essential Oils. Gloria Matushek, equine masseuse will be on hand to pamper and soothe the show horses' aches and pains.

Louise Minor has been handing out ribbons and trophies at horse shows at the Minnesota State Fairgrounds for many years. You can't miss her. She designs and creates her own very colorful and ornate gowns and outfits. She brings a touch of the eccentric to the Minnesota Harvest Horse Show and it wouldn't be the same without her.

Haji, We Can Ride's Therapy Horse, Knows His Job. Haji is a 22 year old, Arabian gelding, who has been serving the We Can Ride program for 16 years. Haji was a terror when he first arrived, but as soon as he understood that his purpose was to help others, he quickly became one of the most remarkable therapy horses in the program. He works with the Therapeutic Riding and Hippotherapy programs and with Juveniles at the Hennepin County Home School. He teaches them about horses and how wonderful they are. Haji is the We Can Ride number one pick for training volunteers and for building rider confidence. This year Haji's service was recognized with his selection as the NARHA (North American Riding for the

Handicapped) Region 6 Horse of the Year. He is now in the running for the National NARHA Horse of the Year award to be announced in November. Because of his respected status, Haji will be featured in the We Can Ride demonstrations at the Minnesota Harvest Horse Show.

We Can Ride Transformed Koko's's Life. Koko Dehn has SSPE, a rare type of encephalitis. When Koko was nine years old, he began having continual seizures, lost his ability to walk and rarely spoke. His cognitive abilities were greatly altered; he could no longer read, write or understand numbers or colors. He had difficulties with balance, the use of his left arm and in all the skills of daily life. We Can Ride provides therapy for Koko that can't be duplicated in a clinical setting. The horse's walk simulates the human gait and sends messages to his brain signaling his muscles. Koko is able to receive physical, occupational and speech therapies while having fun riding a horse. The improvements in Koko are miraculous. He is sitting up straight, can hold a conversation (he LOVES to talk!), can walk – and even run (his wheelchair is in his basement storage room!) He always has a smile on his face, a twinkle in his eye and a hearty laugh**.** We Can Ride makes a tremendous difference in his life.

We Can Ride Gives Juliet Her Own Sport. Juliet is a smart, sweet, talkative 9-year old girl who has been riding with We Can Ride since 2002. She was diagnosed at birth with Arthrogryposis Multiplex Congenita, a condition characterized by reduced mobility of multiple joints and associated muscle weakness. Juliet has benefited in many ways. The stretching she receives while riding has resulted in a greater range of motion in her legs and her balance has improved. She has also gained a sense of accomplishment and greater self confidence. She has enjoyed the special horses she ridden, Poppy and Red. Riding provides her with sense of pride and her own sport that she truly loves.

Designing a Grand Prix Jumping Course is an Art form. Course Designers are good horsemen with a thorough grasp of horsemanship and the sport. They are asked to produce a fair, fun and dramatic challenge for horse and rider, while keeping safety the first and last consideration. Meet Peter Holmes, the Jumper Course Designer for the Minnesota Harvest Horse Show.

M I N N E S O T A

HARVEST HORSE SHOW

FOR IMMEDIATE RELEASE

MEDIA CONTACT: Carrie Wirth
Mobile: (612) 209 0310
carrie.wirth@embarqmail.com

Harvest Horse Show's $30,000 Nutrena Grand Prix of Minnesota is a Proving Ground for Olympians and World Class Riders *Four-time winner, Laura Kraut, wins U.S. team Gold in China. Canadian Olympian, Karen Cudmore said to return to compete this year.*

MINNEAPOLIS, September 6, 2008– On the heels of the United States exciting win of team gold in show jumping, Minnesota celebrates its premiere show jumping event, the **$30,000 Nutrena Grand Prix of Minnesota** on Saturday, October 4th at 7:30 P.M. at the State Fair Grounds Coliseum in Saint Paul.

EVENT: The 17th Annual Minnesota Harvest Horse Show
$30,000 Nutrena Grand Prix of Minnesota
To Benefit *We Can Ride, Inc*.
DATE/TIME: **Saturday, October 4, 2008, 7:30 P.M.**
Fun Family Activities Begin at 6:00 P.M.
LOCATION: **Minnesota State Fair Coliseum**
1750 Como Ave.
Saint Paul, MN 55108

The $30,000 Nutrena Grand Prix of Minnesota is the featured event of the Minnesota Harvest Horse Show, the longest running, indoor, hunter/jumper horse show in the United States. Riders include the best and brightest of local equestrians, world-class competitors and Olympians in the electrifying sport of Grand Prix Jumping. Laura Kraut, from Oconomowoc, Wisconsin and 2008 US Equestrian Team Gold member, has won the event four times. Karen Cudmore, a member of the Canadian Olympic team won the Minnesota event on Southern Pride in 2006 and the late, world class, Irish competitor, Niall Grimes won aboard Mr. President in 2005. Sources say top rider and 2007 winner, Laura Linback, will return to attempt to win her third Grand Prix of Minnesota.

For the spectator, equestrian show jumping is a nail-biting, thrilling sport. A course designer uses artistry and years of horsemanship experience to build a challenging test of height, width, speed and accuracy. The crowd is pin-drop silent as each horse and rider team negotiates the course. If more than one rider completes a clear round, an exciting jump-off against time determines the winner. The equestrian sports are the only Olympic sports where men and women compete against each other. Since 1992's Grand Prix of Minnesota, the women lead the men in wins by eleven to five.

This year's Minnesota Harvest Horse Show has gained new sponsor interest including the country's leading equine, livestock and pet food companies, Minnesota-based Nutrena, a division of Cargill and Purina Mills. Purina sponsors the Friday night **$10,000 Purina Junior /Amateur Owner Jumper Classic**. Punch Pizza's co-owner and former co-owner of Caribou Coffee, John Puckett, will compete in his own sponsored class, also on Friday night, the **$2500 Punch Pizza Children's/Adult Amateur Jumper Classic**. Sponsors also include, long time supporters Star West Chevrolet-Honda and Morgan Stanley and newcomers Sporting Dog Solutions and American National Family of Companies.

The **$30,000 Nutrena Grand Prix of Minnesota** benefits *We Can Ride, Inc*., which provides therapeutic horseback riding and driving to children and adults living with disabilities. Horseback riding is recognized as a uniquely beneficial form of physical therapy that is impossible to duplicate in a clinical setting. Along with the physical benefits, horseback riding and carriage driving gives individuals a sense of accomplishment and increases self esteem. The special bond that develops with the horse boosts confidence and self-worth.

The evening kicks off at 6:00 PM with fun family events. There is a Pet Costume Contest, the adorable children's Lead Line class, the Parade of Harvest Horse Show Champions and a presentation by *We Can Ride, Inc.* Tickets are $8.00 at the gate.

The Minnesota Harvest Horse Show is managed by Midstates Horse Shows, LLC and runs from September 30th through October 5th at the Minnesota State Fair Coliseum.

# # #

MINNESOTA
HARVEST HORSE SHOW

PAST WINNERS of the $30,000 NUTRENA GRAND PRIX OF MINNESOTA

2007	As Di Villagana	Laura Linback	Laura Linback
2006	Southern Pride	Karen Cudmore	Heartland Farm
2005	Mr. President	Niall Grimes	The Shannon Group
2004	Mad Season	Alex Granato	Alex Granato
2003	Milona	Laura Kraut	Happy Hill Farm/Peter Wetherill
2002	May	Laura Kraut	Pasmore Stables
2001	Wet Paint	Laura Kraut	Pin Oak Farm/Joyce Williams
2000	Kennedy	Laura Linback	Laura Linback
1999	Okabena	Scott Lenkart	Lisa Dayton
1998	Kinnity Clover	Ellen Van Dyke	Ellen Van Dyke
1997	Serangetti	Scott Lenkart	Wild Oak Farm/ Renee Kokesh
1996	Corde Corrado	Donald Cheska	Bayside Farm/Ellen Van Dyke
1995	Felix	Laura Kraut	Barb Gould
1994	Pilot Point	Victoria Miller	Victoria Miller
1993	Pilot Point	Victoria Miller	Victoria Miller
1992	Catch a Wave	Victoria Miller	Victoria Miller

MINNESOTA
HARVEST HORSE SHOW

AUDIENCE AND PARTICIPANT DEMOGRAPHICS[1]

The Minnesota Harvest Horse Show attracts a quality, affluent, family audience, a target demographic for many companies and organizations.

85% Women.

The majority between the ages of 34 and 54.

63% married.

66% college educated or better.

Nearly 50% with an annual income of greater than $100,000.

38% with a net worth of more than $500,000.

56% employed full time.

80% make or directly influence purchasing decisions at work.

63% have invested in stocks, bonds or mutual funds in the last year.

22% own two or more homes; market value of the average home is nearly $600,000

On average, own three vehicles; 53% own a pick-up truck.

94% own a pet besides a horse or pony; average number of dogs owned is two and the average number of cats owned is two.

On average, they spend $16,000 per year on equine related products and services.

[1] Equestrian Magazine, United States Equestrian Federation

MINNESOTA
HARVEST HORSE SHOW

General U.S. Population/Equestrian Demographics
NATIONAL ECONOMIC IMPACT OF THE U.S. HORSE INDUSTRY[2]

The horse industry is a very large and important part of our national, state and local economies. It is diverse, involving agriculture, business, sport, gaming, entertainment and recreation.

The horse industry is a highly diverse, national, serious and economically significant industry that deserves the attention of the general public, the media and federal, state and local officials.

102 Billion	Industry economic impact.
9,200,000	Horses in America.
4,600,000	Americans are involved in the industry as horse owners, service providers, employee and volunteers.
2,000,000	The number of horses owned in the United States.
88,000,000	Total attendance at sanctioned horse-related events.
2,200,000	The number of horse owners in the United States.
60.2%	The percentage of equestrian sports enthusiast who regularly purchase goods and apparel through order catalogues.
4 to 1	The ratio of horse owners whose annual income exceeds $100,000 to non-horse owners who earn more than $100,000 per year.

[2] 2005, Deloitte Consulting LLP for the American Horse Council

MINNESOTA HARVEST HORSE SHOW

2008 SPONSORS

Premier Event Sponsors

Nutrena ∗ Purina Mills ∗ American National Family of Companies
Punch Pizza ∗ Midstates Horse Shows

Platinum Sponsors

Star West Chevrolet ∗ Morgan Stanley ∗ Minnesota Hunter/Jumper Association
PM &J ∗ Roundabout Farm ∗ Kirsten Burton ∗ Kay Dobbs

Gold Sponsors

Spring Meadow Farm ∗ John Nordgren ∗ Sporting Dog Solutions ∗ Suzanne Jackson ∗ Patty Franz
The Hudlow Family ∗ Old Dutch ∗ Metropolitan Neurosurgery

Silver Sponsors

Arbor Hill Farm ∗ Beth Miner ∗ The Frey Family ∗ Peter & Andrew Welles ∗ John Deere
Stone Ridge Equestrian ∗ Sara and Randy Hogan ∗ Cleary Lake Veterinary ∗ Dorsey & Whitney LLP

Bronze Sponsors

No Trump Farm ∗ Ashley Tarhaar ∗ Geoff & Kelly Gage ∗ Susan Carlson ∗ Kristen McClanahan
Martha Gagnon ∗ Blanc de Blanc ∗ Windridge Limited ∗ Shorty's Loft ∗ Patsy Clouser
St. Croix Saddlery ∗ Wyndem Rose Stables
Generation Photography ∗ Hallelan, Lewis, Nilan & Johnson PA

PHOTOS

Many Photos Available Contact Carrie Wirth 612 209 0310
carrie.wirth@embarqmail.com