



NEWS RELEASE

For more information contact:
Barry Sigale, Sigale Public Relations
(847) 549-8429, barry@sigalepr.com

THREE-DAY FUN PASS INCLUDES FIRST-EVER SPECIAL EVENTS

**LARGEST HORSE PULL COMPETITION, LITTLE BOOTS RODEO
TO DRAW BIG CROWDS TO HORSE DAYS 2011; FOR HORSE/DOG LOVERS,
KIDS, FAMILIES AUGUST 19-21, BOONE COUNTY FAIRGROUNDS**

BELVIDERE, IL, August 2011 – Competitors from 12 Midwestern states and Canada have now signed on to compete in the largest Horse Pull Competition in Illinois as Horse Days 2011 makes its debut August 19-21 at the Boone County Fairgrounds in Belvidere.

A myriad of events awaits children as well, especially the just-added, renowned Little Boots Rodeo, where children 3-12 complete a series of fun events and receive recognition and rewards for becoming a cowboy or cowgirl. Such events include the mechanical bull, horseshoe toss, horse stick race, barrel race, cow milking, bow and arrow, lasso, panning for gold, bronco riding, and shooting gallery.

Show management also is offering a special three day fun pass for \$35 which includes free admission to the grounds and all the main events and shows. The special ticket

-more-

packages are available for purchase at www.horsedays.net, or by calling (866) 675-2783.

Children under 12 and adults over the age of 65 attend free of charge. Admission to Horse Days 2011, scheduled one week after the Boone County Fair, is \$7 per person per day at the door, with a \$2 discount for equine breed association members. Event hours are: 6:00 a.m. to 11:30 p.m.

The Boone County Fairgrounds is located at 8791 II Route 76, Belvidere. Both rustic and full campsites are available on the event grounds.

For more information please visit www.horsedays.net, or call (866) 675-2783. Event updates also are available at <https://www.facebook.com/HorseDays> and <http://twitter.com/#!/horsedays>.

Sanctioned by the Illinois Horse Pullers Association, the horse pull competition features harnessed draft horses pulling a weighted sled with the winning team pulling the most weight over the short distance. Horse pulling competitions, which have become one of the most popular attractions at state fairs and other events, features events for prize money in all 50 states, said Brian Lamb, founder and chairman of Horse Days 2011.

What many expect to be the largest event of its kind in Illinois, Horse Days 2011 www.horsedays.net is bringing a series of firsts to the fairgrounds a week after the Boone County Fair. Among the biggest is the debut of both the renowned Professional Rodeo

Cowboy Association (PRCA) rodeo and the hottest new circuit event, the extreme cowboy Ultimate Horseman's Challenge Race. Both events have a huge following throughout the country, said Lamb.

A free, morning pancake breakfast all three days is available to anyone making a donation to St. Jude Hospital, said Brian Lamb, founder and chairman of the event. Breakfast is being co-sponsored by Finnegans' RV Center, Inc., in South Beloit (IL), and Dean Foods in Chemung (IL).

Also featured at the show is the Double L Miniature Horse Driving Drill Team, with four drivers driving three miniature horses and a pony hitched to carts. Among additional events are a Horse Trailer Rodeo, Hunter/Jumper Schooling Show, Gamblers Choice Jumper Classic, Mini Event with Dressage Rider Test, Mounted Games, Late Night Jackpot Barrel Racing, and a Wisconsin Open Horse Show.

For horse and dog lovers as well as the general public, the show also will feature six different open horse shows, including both Western and English events, and a variety of dog demonstrations and competitions.

Fifteen clinicians and 15 guest speakers represent a variety of equestrian pursuits: dressage, driving, eventing, jumping, natural horsemanship, reining, and rodeo. Among the special workshops of interest to horse and farm keepers and pet owners are colt

starting, composting, horse camping, stall building, and trailering.

Over 130 commercial vendors from 14 states will display animal products and equipment with more expected as show management continues to accept new vendors. They offer one of the largest varieties of horse products, dog products, and equipment at one single event. Food stands will be scattered throughout the grounds.

Ram Trucks, a division of Chrysler Corporation, is a major sponsor of Horse Days 2011. The company will give event goers an opportunity to show off their "backing a horse trailer" skills in one of Ram's new trucks.

Brooke Owen, 2011 Miss Rodeo Illinois, will be on hand during the event. "Black Bart," popular crowd pleaser, will bring his personal brand of entertainment for both young and old. On the entertainment stage Friday night is "Hillbilly Rockstarz," Saturday night features "Wild Heart."

A Cowboy church service on Sunday morning will be led by Crystal Lyons, Crystal Lyons Ministries, Mason, Texas.

Military personnel are being honored with free tickets to the event as are residents of assisted living facilities. Friday night will include a special salute to disabled veterans in attendance.

Lamb, part of a network of equine enthusiasts seeing a need for an all-inclusive, family oriented participation event, stressed the general public will have hands-on participation in many different areas of horse-keeping, farm-keeping, and pet ownership

“Horse Days 2011 will be fun, educational, and affordable, the equine event of the year, there’s something for everyone at Horse Days 2011,” said Lamb. “It’s a playground for horse and dog lovers who will be excited about both the traditional and new events we are bringing to the Fairgrounds. Those who don’t know much about horses will be enthralled by our showcase of equines.”

Among sponsors of Horse Days 2011 are Ram, Illinois Farm Bureau, Applegate, Nutrena, Tribute Equine Nutrition, My E.D.E.S.S, Midway Trailer Sales, Libertyville Saddle Shop, Equi-Litter, Designer Horses, From The Horses Mouth Magazine, and Horse Digests Magazine.

#