



ABILENE CHAMBER OF COMMERCE

MEDIA RELEASE

FOR IMMEDIATE RELEASE

Date: July 19, 2007

Contact: Hester Woods or Nanci Liles (325) 676-2556

Abilene Convention & Visitors Bureau

Tony McMillan (325) 677-4376, *Expo Center of Taylor County*

Texas State 4-H Horse Show Returns for the 23rd Consecutive Year!

Abilene, TX – Hats, boots, and jingling spurs are the norm around Abilene the last week in July as 2,000 contestants, families and spectators converge on Abilene to compete at the annual show July 21-28 at the Taylor County Expo Center.

The contestants and their four legged friends are in the city for eight days, generating \$1.4 million to the economy.

“Abilene is very fortunate to host the 4-H State Horse Show for so many years”, says Nanci Liles, Executive Director of the Abilene Convention and Visitors Bureau. “A show this size takes the entire community working together. The motels, sponsorships, volunteers, and our facilities make this event possible”, says Liles.

The Texas 4-H Horse Show isn't just about competition though, the event is a place for 4-H'ers to demonstrate the benefits of hard work and determination. The Horse Project is one of the most popular projects in today's 4-H program. Horse activities teach skills in leadership, horsemanship, sportsmanship, teamwork and responsibility. The program also strengthens families because parents and their children work together toward a specific goal and it's an opportunity for parents to spend quality time with their kids. So, hat's off to all the 4-H participants, families and fans! **END**