

1101 North 1st • Abilene, Texas 79601
325.676.2556 • 800.727.7704 • Fax: 325.676.1630
www.abilenevisitors.com



FOR IMMEDIATE RELEASE

Date: July 21, 2017

Pam Sites, Conventions Services Director
325-676-2556 (O) pam@abilenevisitors.com

State 4-H Horse Show Gallops into Abilene for 34th Consecutive Year

ABILENE, Texas – The Abilene Convention and Visitors Bureau welcomes the State 4-H Horse State Finals July 22nd thru the 29th. See the best of the best in 4-H youth, aged 9 to 18, demonstrate their outstanding horsemanship skills at the Taylor County Expo Center. These exciting competitions test the strength of both the horse and the rider.

The contestants, their fans, families and their four-legged sidekicks are in the city for total of eight days, generating around \$1,004,850 into the economy with well over 1,300 people expected to pour into Abilene for the event.

“Abilene is very fortunate to host the 4-H State Horse Show for so many years,” says Pam Sites, Convention Services Director Abilene Convention and Visitors Bureau. “An event this size takes the entire community working together and it’s clear why the 4-H group has chosen to come to Abilene for so many years: the hotels, sponsors, volunteers and the incredible staff at the Expo Center help ensure that their event goes off without a hitch.” Sites continued. “It’s a true honor to host them.”

1,000 competitors will participate in events like showmanship, western riding, English riding, roping and more. All performances are free and open to the public. The ACVB encourages residents to support this group that makes such an enormous impact on our local economy.

ACVB Executive Director, Nanci Liles knows firsthand the discipline and commitment it takes to participate in the State 4-H Horse Show. Her daughter, Jessica won the Texas State 4-H Cutting Horse Competition in 2005. “4-H is family and I have experienced the value 4-H brings to the community and the value it brings to young people involved in the 4-H program. The State 4-H Horse Show multi-year bid is one of the first events I worked on as the new ACVB Executive Director, 32 years ago. Since that time, the ACVB and Expo Center forged a partnership and together have been fierce competitors in the state equine arena.”



Jessica Perini, Nanci Liles' daughter

###