



CANADIAN NATIONAL EXHIBITION

AUG 20 – SEPT 6/10

THEEX.COM

For immediate release:

MEDIA ADVISORY – Wednesday, August 4 12:30 – 3 PM
City kids get up close and personal with horses
in CNE's *HorseCapades*

WHAT: A fun-filled (and free) introduction to the world of horses for kids and families during the Canadian National Exhibition's **HorseCapades**.

Activities include:

- feeding and petting horses;
- braiding manes and tails;
- horse shoe toss;
- riding on horse simulators;
- wagon rides;
- horse knowledge and trivia;
- blacksmith shop and a tack house, where children will learn about grooming and shoeing;
- plus games, contests, prizes and much more.

Runs Aug. 3 – Aug. 19 at *Horse Palace* (12 p.m. – 3 p.m.) and is free prior to the CNE.

Runs Aug. 20 – Sept. 6 at *The Farm, Better Living Centre* (10 a.m. – 10 p.m.) and is free with the price of CNE admission.

WHEN: Wednesday, Aug. 4
Ongoing from 12:30 p.m. – 3:00 p.m.

WHERE: Horse Palace, Aisle E

DIRECTIONS: Enter grounds via Strachan just north of Princes' Gates. Proceed west along Manitoba Drive (between CNE buildings and Gardiner Expressway). Park near first stop sign and enter through breeze-way off of Manitoba Drive.

About the CNE:

The Canadian National Exhibition (CNE) is Canada's largest fair and the fifth largest in North America. Founded in 1879, the CNE attracts more than 1.3 million visitors over 18 days and generates more than \$50 million in economic impact for the City of Toronto and over \$70 million for the Province of Ontario on an annual basis.

The Canadian National Exhibition will be opening its gates to the young and "young at heart" **August 20** through **September 6, 2010** in Toronto, Canada. There will be plenty to see and do over those 18 days of summer, including the spectacular Canadian International Air Show on Labour Day Weekend. The **CNE Horse Show** and **Casino** open before the fair, on **Monday, Aug. 2, 2010**. Visit TheEx.com for details.

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