

**CREATAHOLIC**

**PRESS RELEASE**

**2001 EQUINE  
TRADE SHOW**



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**Press Release - December 2000 - Equine Trade Show  
by Donna Boucher**

The Equine Trade Show arrives in beautiful Collingwood, Ontario on March 31st and April 1st, 2001. This will be a one-of-a-kind weekend where visitors will have the opportunity to browse through all the wonderful products and services the horse industry has to offer under one roof. Admission to the trade show includes seminars from the industry's top professionals.

Located between the shores of Georgian Bay and the picturesque Niagara Escarpment, Blue Mountain offers the perfect venue for the Equine Trade Show by combining it's state-of-the-art conference facilities, first class accommodations, and incredible service.

Collingwood and the surrounding areas are fast becoming a busy horse metropolis and therefore, visitor numbers are sure to benefit the many booth holders. Education is the main theme of this years trade show with speakers from the Equine Research Centre, Purina and the Nutraceutical Alliance to name but a few. Booths will be available on a first come first serve basis with premium locations disappearing fast.

In addition to the Equine Trade Show, there is a Charity Dinner and Silent Auction set to take the stage on the Saturday evening in honour and support of the Big Ben Memorial Fund, with the hope that they will one day find a cure or preventative treatment for the number one killer – colic.

Tickets for the charity dinner are available in advance and any donations for the silent auction are greatly appreciated, with all donations receiving due credit both at the dinner, the trade show, in the program and within advertising and media releases.

Anyone wishing to learn more about purchasing booth space, advertising in the programs, purchasing tickets for either event, or donations to the silent auction are asked to contact the show manager at (705) 444-5237 or toll free at (866) 819-4313, or visit the show website [www.equinegazette.com/tradeshaw](http://www.equinegazette.com/tradeshaw).