

FOR IMMEDIATE RELEASE

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The Verde Valley Equine Festival is getting a Makeover

(Cottonwood, Arizona—July 8th, 2017) The Verde Valley Equine Festival today announced its name change to the Arizona Horseman's Challenge and Expo (AZHCEXPO) and its location change from the Verde Valley Fairground Area in Cottonwood, Arizona to Horseshoe Park & Equestrian Centre in Queen Creek, Arizona. These changes were made unanimously by all three event directors and will take effect immediately for the 2018 event year.

During its five years in the Verde Valley, the Arizona Horsemen's Challenge and Expo (formerly the VVEF) has quadrupled in size. With this growth came the need for expansion. The 38-acre Horseshoe Park & Equestrian Centre in Queen Creek, Arizona offers that opportunity. The AZHCEXPO is thrilled to offer spectators and clinicians a beautiful covered arena, four additional arenas, over 3,300 seats, and 400 stall-barn spaces. Located in southern Queen Creek, this new venue will be accommodating for spectators and clinicians who are visiting from out of town—with onsite camping and nearby hotels, it is a perfect destination event.

Although the name and location has changed, you can still expect the same high quality educational equine event that you have enjoyed year after year in the Verde Valley—only bigger! With more arenas and seating options available to the AZHCEXPO, you can count on learning from more trainers, experiencing more exhibitions, and enjoying more shopping than ever before.

About the Arizona Horsemen's Challenge and Expo

The AZHCEXPO is an exciting three-day event that showcases the beauty, power, and ability of our equine companions. It will host some of the most accomplished horsemen of our time, professional trainers from all disciplines, and incredible exhibitions that capture the spirit of the horse.

The Challenge of the Champions:

The Arizona Horseman's Challenge features exceptional Arizona horse trainers chosen from five different Arizona regions. The trainers compete throughout the weekend for the coveted title of the Arizona Horseman's Challenge Champion. Each trainer works with a wild mustang in two-hour increments for a total of eight hours over the course of the weekend. At the end of the event, these mustangs are showcased for the audience and auctioned off—then the champion trainer is named. This year the AZHCEXPO is hosting the Challenge of the Champions—bringing back the winners from the last five years to compete for the top prize. Come watch the best of the best battle it out for the grand title: The Arizona Horseman's Challenge Grand Champion.

Whether you are an experienced equestrian or someone who simply appreciates the horse, this event will have something for all aspects of the equine world.

Join us for the 2018 Arizona Horseman's Challenge and Expo May 11-13, 2018!