



Convention and Visitors Bureau
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MEDIA RELEASE

FOR IMMEDIATE RELEASE

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ACVB News: <http://www.abilenevisitors.com/Press-Releases>

Texas State 4-H Show Finals Open Saturday

ABILENE, Texas – The Texas 4-H Horse Show State Finals will bring 2,000 competitors and family to the Taylor County Expo Center this Saturday through July 28. It’s the 35th year for Abilene to host the statewide equestrian event, and the public is invited to attend. Admission is free.

The state finals bring the best of the best in 4-H youth, aged 9 to 18, to demonstrate outstanding horsemanship, showcasing the strength of both the horse and the rider. The youth will compete for points in showmanship, western riding, English riding, roping and more.

Contestants, fans, families and four-legged sidekicks will stay in the city for eight days, bringing \$1 million into the local economy.

“We encourage everyone to go out to the Expo Center and cheer,” said ACVB Executive Director Nanci Liles. “Abilene has been fortunate to host the 4-H State Horse Show for many years. We hope they’ll continue to bring the finals to Abilene for 35 more.”

Located in the T& P Depot landmark downtown, the Abilene Convention & Visitors Bureau leverages local hotel tax into economic development. The ACVB’s tourism professionals harness the latest travel trends, research and strategies to bring group and leisure visitors to Abilene. Travelers to the Abilene MSA brought \$455 million into the economy, money spent by happy people who stay in local hotels, shop, dine, and enjoy sports, arts and attractions. Established as an affiliate of the Abilene Chamber of Commerce in 1970, the bureau has improved the quality of life and enhanced the Abilene visitor experience for nearly 50 years.