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The Fort Worth Stock Show & Rodeo and Sam's Club To Present Mustang Magic

Twenty-four Mustangs trained by top-placing Extreme Mustang Makeover trainers set to compete at Fort Worth Stock Show January 21-22.

Georgetown, Texas, January 4, 2011 – The Fort Worth Stock Show & Rodeo and Sam's Club have joined forces to present Mustang Magic January 21-22 at the John Justin Arena. Some of the top Mustang trainers in the nation have been working with 24 previously untouched Mustangs, and they will all meet in Fort Worth to decide who takes home the Mustang Magic title.

With just more than 100 days to not only gentle but also teach the Mustangs basic riding maneuvers, the trainers will be displaying their incredible horsemanship skills throughout the event while vying for a place in the top-10 finals and a share of the \$10,000 purse.

Following the January 22 finals, the public will have the chance to adopt the talented Mustangs that competed in Mustang Magic. Each Mustang goes to the highest bidder. Adopters must be preapproved by the Bureau of Land Management. Interested adopters can learn more about the BLM adoption requirements at www.wildhorseandburro.blm.gov. Adoption applications will be available on site, and BLM representatives will be available to answer any questions.

Admission to Mustang Magic is included with general admission tickets to the Southwestern Exposition and Livestock Show. Celebrating its 115th anniversary, the Fort Worth Stock Show & Rodeo's 2011 schedule is packed with special events and exhibits. Grounds admission is just \$10 for adults and only \$5 for kids ages 6-16. Last year, the Mustang Magic crowd overflowed the John Justin Arena so plan to arrive early to get a great seat.

Mustangs have been a long-time symbol of American freedom, and with the support of Sam's

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Club and the Fort Worth Stock Show & Rodeo even more Americans will get to witness the Mustang's athleticism and grace at Mustang Magic. Sam's Club has a motto of "Savings Made Simple," and with 22 convenient locations in the Dallas-Fort Worth area, it's easy to save at Sam's Club.

Mustang Magic attendees are in for a special treat, as Extreme Mustang Makeover Youth Champions Amanda Sharp and Docs Little Brown will perform their award-winning routine in Fort Worth. Jumping through a ring of fire and jumping a line of barrels with just a single stride between each jump, Sharp and Docs Little Brown wowed the crowd in the Youth Yearling division in Tennessee.

With the unlimited imaginations of the trainers and the amazing ability of the Mustangs, fans attending Mustang Magic will have many surprises in store for them and won't want to miss this one-of-a-kind competition. Visit www.extrememustangmakeover.com to learn more about Mustang Magic and the Extreme Mustang Makeover competitions. Visit www.fwssr.com for the latest information on the 115th Fort Worth Stock Show & Rodeo including information on parking and grounds admission.

About the Mustang Heritage Foundation

The mission of the Mustang Heritage Foundation and the goal of the Extreme Mustang Makeover events including Mustang Magic are to increase the adoption of mustangs across the country. The Mustang Heritage Foundation created the Extreme Mustang Makeover events to showcase the recognized value of Mustangs through a national training competition. For more information, visit www.mustangheritagefoundation.org.

About the Fort Worth Stock Show

From a one-day affair with a few head of cattle tethered under ice-laden shade trees, the Fort Worth Stock Show & Rodeo has grown into a three-week extravaganza with international appeal for exhibitors and visitors alike. The show annually attracts nearly 1 million visitors to the Will Rogers Complex and in 2011, Fort Worth Stock Show & Rodeo will celebrate its 115th anniversary. The legendary 23-day event will return to Fort Worth January 14 – February 5, 2011. For more information, visit www.fwssr.com.

About the Bureau of Land Management

The Bureau of Land Management (BLM) is responsible for managing 258 million acres of public lands, located mostly in the West. Wild horses and burros roaming public rangelands are managed in a manner consistent with BLM's overall multiple-use mission, as set forth in the Federal Land Policy and Management Act of 1976. For more information, visit wildhorseandburro.blm.gov or call 866-4MUSTANGS.