

OFFICIAL PROGRAM

JULY 23-25,
2010



Kentucky
Horse Park
Lexington, KY

Featuring Everything You Love

About Horses and Hollywood!

STARRING

WILLIAM AND
ELIZABETH SHATNER'S
ALL GLORY

PRESENTED BY
**ELIZABETH
SHATNER**



MAX

SPECIAL GUEST

PRISCILLA PRESLEY

introducing Elvis Presley's
Graceland Stables Exhibit
at the International
Museum of the Horse



AUSTIN ANDERSON



WITH JASON GOODMAN & RADAR

Hosted by

BREYER

Proud Sponsor
of the 2010 Games



Attech **FEI**
World Equestrian Games
Kentucky 2010

STARS OF BREYERFEST®



2010 BreyerFest Celebration Horse All Glory

Come see William and Elizabeth Shatner's All Glory. All Glory is a World Grand Champion standardbred Roadster horse with an impressive array of USEF Championship awards, including 12 World Championship wins since 2002.



Austin Anderson

A third generation performer and horseman, Austin will entertain you with his fast paced action show that features trick riders, roman riding and plenty of action!



Priefert's Radar

Standing 19 hands, 3 1/2 inches tall and weighing around 2300 pounds, Radar was recognized by the Guinness World Records as the World's Tallest Living Horse.



Priefert Hitch

From a simulated "docking" of the freight wagon to the team's signature "spin the top" and "stagecoach run," impressive maneuvers are their forte. Daredevil driver Jason Goodman even performs while standing on the back of two 18+ hand Percherons, driving more in front of him!

Priefert
Ranch Equipment



2010 Autograph Signing, Photos and Meet & Greet Schedule

One of the best things about BreyerFest is the chance to get your models signed by the real rider or owner of our special Guest Horses! All sessions are held in front of the Stabling Area and limited to the first 200 people on Friday and Saturday, and limited to the first 100 on Sunday. Autographs are not guaranteed, so be sure to check the schedule and plan accordingly.

	Friday	Saturday	Sunday
10:00	ALL GLORY - Elizabeth Shatner	Fleetstreet Max - Sue and Alisa Bernhard	
10:30-11:30	Radar - The Priefert Hitch's Jason Goodman	Priscilla Presley <i>Introduces Rising Sun from the Elvis Presley Collection</i>	
11:00	O'Leary's Irish Diamond - Melissa Cason-Kinney	ALL GLORY - Elizabeth Shatner	
12:00	Isadora-Cruce - Neda DeMayo of Return to Freedom Ranch	O'Leary's Irish Diamond - Melissa Cason-Kinney	
1:00	Fleetstreet Max - Sue and Alisa Bernhard	Isadora-Cruce - Neda DeMayo	
2:15-3:15		Priscilla Presley <i>Introduces Rising Sun from the Elvis Presley Collection</i>	
3:00	Priscilla Presley <i>Introduces Rising Sun from the Elvis Presley Collection</i>	Radar & The Priefert Hitch	

WELCOME TO BREYERFEST®



Welcome to Lights, Camera, BreyerFest 2010 – the 21st annual Model Horse Collector Festival and Horse Fair hosted by Breyer Animal Creations! We are thrilled to welcome YOU! We're also thrilled to introduce you to our very special guests and their amazing horses!

BreyerFest Celebration Horse - William and Elizabeth Shatner's All Glory

We're in for a unique experience this year courtesy of Elizabeth Shatner. In addition to the Shatner's own horse All Glory, Elizabeth has gathered a group of stellar horses and friends from the gaited horse community, including the legendary Raymond Shively, for several thrilling demonstrations. If you don't know much about the Standardbred breed, you are in for a treat! What you may not know is that Elizabeth is also a super talented photographer. Be sure to visit her booth to see why her recent Lexington show was so popular and well-reviewed! And, this multi-talented horsewoman has also brought some unique driving carts to share with us to complete the experience!

Introducing the Elvis Presley Graceland Stables Exhibit at the International Museum of the Horse.

This year marks the 75th anniversary of the King of Rock and Roll's birth! What you may not know is that Graceland has always been a haven for horses. Thanks to the efforts of Priscilla Presley, we are very pleased to present an exhibit of Elvis Presley's Graceland Stables memorabilia, which she will open to the public on Friday, July 23rd. Priscilla will join us on July 23-24 to share her love of horses, her support of equine welfare and to sign models of Breyer's Rising Sun. Make time for this amazing exhibit at the International Museum of the Horse!

And don't miss: Jason Goodman and Priefert Ranch's Percherons and Radar, a world's largest horse record holder, Austin Anderson, Fleetstreet Max, O'Leary's Irish Diamond and Return to Freedom Ranch's Isadora-Cruce. We have a weekend filled with workshops, seminars, model horse shows, a HUGE vendor fair and the Craft & Activity Center, and don't miss the thrilling equine acts taking place all 3 days in the Covered Arena! The cameras don't stop rolling when we wrap each day at the Kentucky Horse Park. The action continues at the Holiday Inn North with the BreyerFest Swap Meet and Artisans' Gallery. The weekend is not complete until you have been a part of the auctions taking place throughout BreyerFest. Our raffles and auctions all go to support our beneficiaries, so please show your appreciation for the great work that they do!

Let the Official Program be your guide to making Lights, Cameras, BreyerFest an experience to remember! If this is your first time at BreyerFest, be sure to stop by the Help Center to learn more about enjoying BreyerFest from our expert hobbyists. Breyer staff (wearing black shirts) will also be on hand to answer all your Breyer-related questions.



TIPS:

1. Wear comfortable shoes
2. Drink lots of water
3. Use your Official Program to plan your daily activities
4. **Make friends and have fun!**

TABLE OF CONTENTS

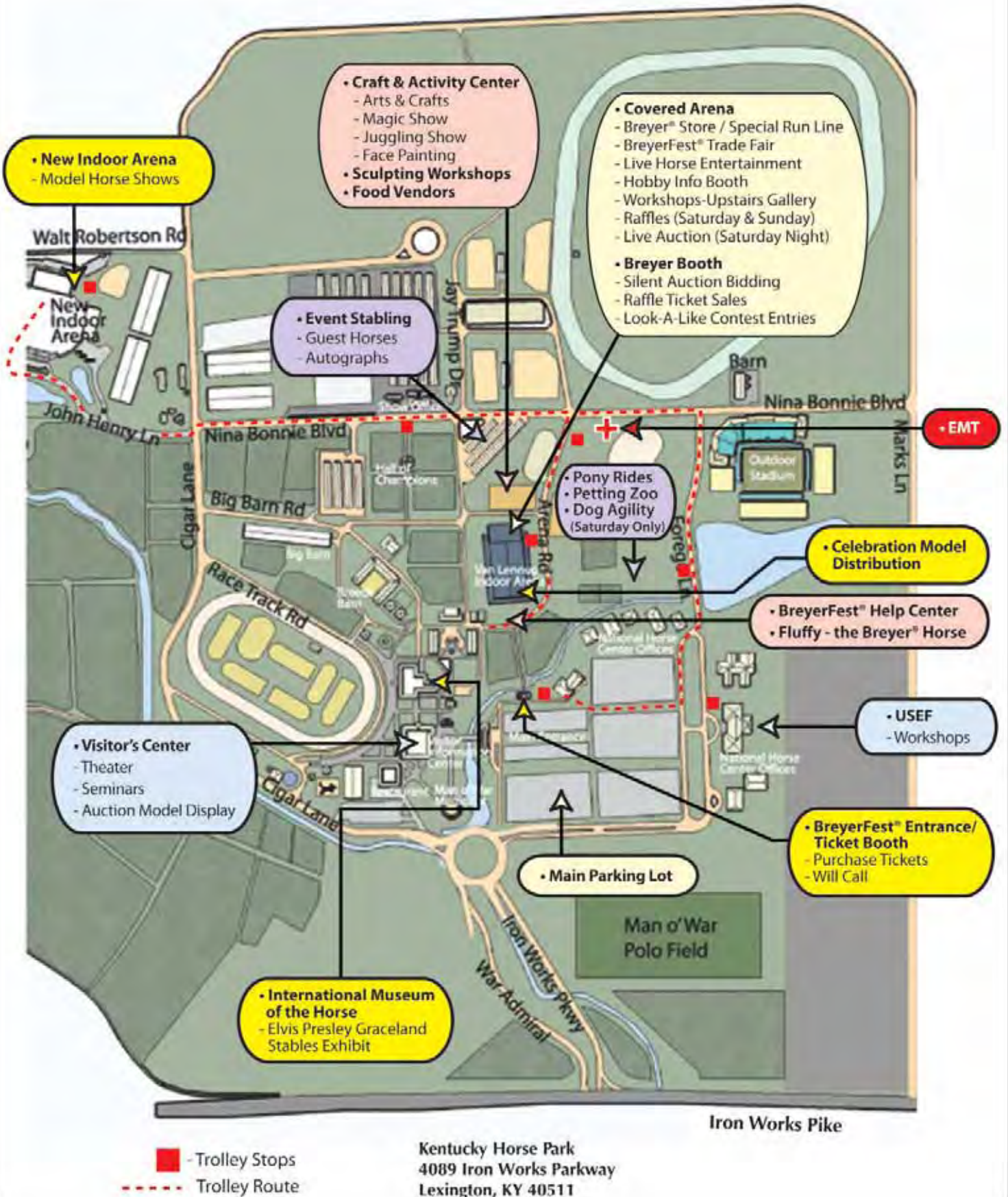
- The Stars of Breyer Inside Cover
- Autograph Schedule Inside Cover
- The Who-What-When-Where of BreyerFest .. 3
- BreyerFest Daily Schedule 5
- Equine Entertainment Schedule 7
- Beneficiaries and Raffles 8
- Silent Auction and Live Auction 9
- BreyerFest Trade Fair 10
- Special Runs 11
- Artisans' Gallery & Swap Meet 12
- Elvis Presley's Graceland Stables Exhibit ... 13

HOLLYWOOD HUNT

Use your best Hollywood detective skills to track down the clues at each of the locations below. Once you have the answer, bring your list to the Help Center (near the inflatable horse, Fluffy) to collect your winnings*!

CRAFT & ACTIVITY CENTER 	HOBBY INFORMATION BOOTH
BREYER STORE 	MODEL HORSE SHOW**
AUTOGRAPH TENT 	BREYER BOOTH <small>(SILENT AUCTION & RAFFLES)</small>

BREYERFEST EVENT LOCATIONS



THE WHO-WHAT-WHEN-WHERE-WHY OF BREYERFEST®

Come on and admire the stars at Lights, Camera, BreyerFest! Start your day off right as the Kentucky Horse Park Mounted Police Color Guard leads the way into the park.

What: Opening Ceremonies

When: Friday, 9:30am

Where: Covered Arena

Why: Get ready to strut your stuff to Lights, Camera, BreyerFest! Stephanie Macejko of Breyer will welcome our guests.

What: The Breyer Store

When: Friday & Saturday, 9:30am – 5:00pm and Sunday, 9:30am – 3:00pm

Where: Covered Arena

Why: Visit the Breyer store to purchase fabulous Breyer apparel, gifts, new releases and much more! Shop anytime throughout the weekend, but remember—Special Runs require a separate ticket, only available with 3-day ticket purchases.

What: BreyerFest Trade Fair

When: Friday & Saturday, 9:30am–5:00pm and Sunday, 9:30am–3:00pm

Where: Covered Arena

Why: Visit vendors for new and vintage models, tack, accessories, equine-related treasures and more... don't forget souvenirs for yourself, family and friends!

What: Raffles

When: Ticket Sales - Friday & Saturday, 9:30 am – 4:00pm and Sunday, 9:30am - 12:30pm

Winners to be drawn Saturday at 4:30 pm and Sunday at 1:00 pm
Tickets must be in 15 minutes before drawing!

Where: Stage at Covered Arena

Why: Help support our 2010 beneficiaries! You could be a lucky winner of one of this year's stunning raffle models (25 entries in each raffle). Buy your tickets at the Breyer Booth located in the concourse. **It only takes one ticket but you must be present to win and claim your prize!**

What: The Artisans' Gallery

When: Friday & Saturday, July 23 & 24, 5:30pm – 10:00pm

Where: Holiday Inn North Ballroom, BreyerFest's Host Hotel!

Why: Breyer® is proud to host the Artisans' Gallery, a unique gathering of fine art and craftsmanship. Make sure to take the time to visit with some of the hobby's most admired artists to purchase something very special to add to your collection. It's a must-see on your list of things to do at BreyerFest.

What: Swap Meet

When: Friday, July 23, 7:00pm – 11:00pm

Where: Holiday Inn North

Why: Shop till you drop at the time-honored Swap Meet. Located in the rear Ballroom it's always a fun event. From vintage models to resins, the Swap Meet has it all!

What: Look-A-Like Contest

When: Friday & Saturday

Where: Covered Arena

Why: Come see the entries in our Look-A-Like contest on display, across from Breyer Booth in the Covered Arena. Winners will be presented with a special limited edition CAMEO model prior to the Live Auction Saturday evening!



Cameo
Look-A-Like
Contest Prize

What: Hobby Information Booth

When: Friday & Saturday, 9:30am – 5:00pm and Sunday, 9:30am – 3:00pm

Where: Covered Arena

Why: Everything you have ever wanted to know about the hobby! Representatives from all aspects of the hobby will be on hand demonstrating and answering questions.

What: Breyer Benefit Auction

When: Saturday, 5:00pm – 7:30pm.

Where: Covered Arena

Why: The action really begins when unique and rare models are put on the auction block. Join the fun and watch collectors bid for the chance to win one of these stunning models. Auction models are on display Friday and Saturday in the lobby of the Visitor's Center.

What: BreyerFest Model Horse Shows

When: Open Show - Friday 7:00am - 4:00pm

Youth and Children's Model Horse Show -

Saturday 7:00am - 3:00pm

Where: New Indoor Arena

Why: Compete with the best of the best in halter, performance and collector's classes.

What: NAN 2010 Auction

When: Thursday, July 22, 6:00pm

Where: Holiday Inn North Ballroom

Why: Once again, NAMHSA is pleased to bring you the annual NAN Auction. The committee has assembled a delightful list of consignments contributed by both new and returning donors

What: BreyerFest Breakables Live!

When: Thursday, July 22, 6:00pm

Where: Holiday Inn North Ballroom

Why: Our all-china show, Breakables Live! Please understand that due to the delicate nature of the models being shown, only participants of the show are permitted past the viewing area.

What: BreyerFest Silent Auction

When: Friday & Saturday, 9:30am - 5:00pm and Sunday, 9:30am - Noon

Where: Covered Arena

Why: From unique models to unusual horse memorabilia, the Silent Auction always has something for everyone. Visit these offerings and place your bids throughout the weekend at the Breyer Booth located on the concourse. Remember, bidding closes at 12:00 sharp on Sunday, July 25th.

The Holiday Inn North is located at 1950 Newtown Pike Road

KENTUCKY HORSE PARK • LEXINGTON, KENTUCKY
SEPTEMBER 25–OCTOBER 10, 2010



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JOHN DEERE

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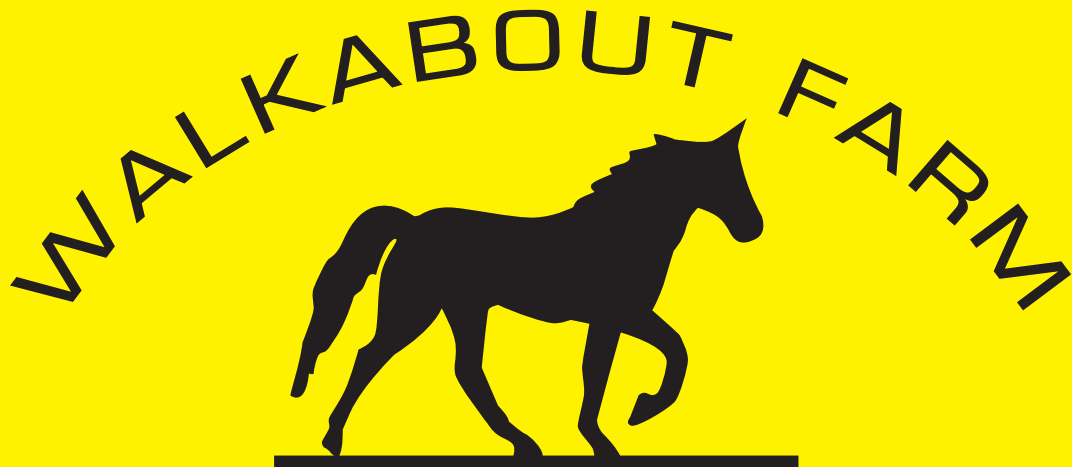
mevdan

DAILY SCHEDULE

Location	Friday, July 23	Saturday, July 24	Sunday, July 25
BreyerFest Entrance	9:00 am – 5:00 pm: Open	9:00 am – 5:00 pm: Open	9:00 am – 3:00 pm: Open
Covered Arena	9:30 am: Opening Ceremony 9:30 am – 5:00 pm: • Trade Fair • Hobby Information Booth • Silent Auction Bidding • Equine Entertainment • Look-A-Like Contest Display 9:30 am – 4:00 pm: Benefit Raffle Ticket Sales 12:00 pm – 4:00 pm: Celebration Model Handout	9:30 am – 5:00 pm: • Trade Fair • Hobby Information Booth • Silent Auction Bidding • Equine Entertainment • Look-A-Like Contest Display 9:30 am – 4:00 pm: Benefit Raffle Ticket Sales 10:00 am – 3:00 pm: Celebration Model Horse Handout 4 - 4:30 pm: Auction Social, Early Bird Raffle, and Costume Contest 4:30 pm: Saturday Benefit Raffle -Look-A-Like winners announced 6:00 pm: Live Benefit Auction	9:30 am – 3:00 pm: • Trade Fair • Hobby Information Booth • Equine Entertainment 9:30 am – 12:30 pm: • Ticket Sales for Benefit Raffle • Silent Auction Bidding Bidding ends at Noon–Winners announced at 12:45 10:00 am – 12:00 pm: Celebration Model Handout 1:00 pm: Sunday Benefit Raffle 2:50 pm: Closing Ceremonies
New Indoor Arena	7:00 am – 4:00 pm: BreyerFest Open Model Horse Show <i>Presentation of the Shirley Ketchuck Memorial Trophies and Dayton Layman Memorial</i>	7:00 am – 2:00 pm: BreyerFest Youth & Children's Model Horse Shows	 Priefert's Radar Limited Edition BreyerFest Exclusive
Visitor's Center Theater: <i>Free Seminars & Live Auction Models Display</i>	10:00 am – 11:00 am: Model Horse Collectibility 11:30 am – 12:30 pm: Beginner Model Showing – Children 1:00 pm–2:00 pm: Horse Genetics & Color 2:30 pm–3:30 pm: Meet Return to Freedom Ranch 4:00 pm–5:00 pm: Hoof Beats in Hollywood	10:00 am – 11:00 am: How to Hold a Model Horse Show 11:30 am – 12:30 pm: Beginner Model Showing – Adult-Novice 1:00 pm – 2:00 pm: Model Horse Collectibility 2:30 pm – 3:30 pm: Horse Genetics & Color	10:00 am–11:00 am: Herd Your Horses - Build and refine your collection 11:30 am – 12:30 pm: Repairing Models  711126 Opening Night - Early Bird Raffle Prize
Breyer® Store	9:30 am – 5:00 pm: Shop the store for souvenirs and gifts anytime! NOTE: Special Run Models available only at specified ticket times.	9:30 am – 5:00 pm: Shop the store for souvenirs and gifts anytime! NOTE: Special Run Models available only at specified ticket times.	9:30 am – 3:00 pm: Shop the Store anytime! 
Craft & Activity Center/ Main Arena (Outdoors)	9:30 am – 5:00 pm: Craft & Activity Center 9:30 am – 5:00 pm: Petting Zoo, Pony Rides, Camel Rides & Piggy Races 10 am – 12 pm / 12:30 pm – 2:30 pm / 3 - 5pm: Sculpting 101	9:30am–5:00pm: Craft & Activity Center  9:30am–5:00pm: Petting Zoo, Pony Rides, Camel Rides, Piggy Races, Dog Agility	9:30 am – 3:00 pm: Craft & Activity Center 9:30 am – 3:00 pm: Petting Zoo, Pony Rides, Camel Rides & Piggy Races
Covered Arena Gallery: Workshops <i>Pre-Registration Required</i>	10:00 am – 12:00 pm: Painting: Basics and Beyond, Drawing Horses, Dream Horse Kit 12:30 pm–2:30 pm: Sculpting Manes and Tails, Scene Making 3:00 pm–5:00 pm: Intro to Customizing, Just for Kids! Painting, Pinto & Appy Painting	10:00 am – 12:00 pm: Painting: Basics & Beyond, Arabian Halter, Western Tack Kit 12:30 pm – 2:30 pm: Repairing Models, Arabian Halter, Western Halter	 Don't miss the Elvis Presley Graceland Stables Exhibit at the International Museum of the Horse!
USEF Building: Workshops <i>Pre-Registration Required</i>	10:00 am – 12:00 pm: It's in the Details! Eyes & Hooves, Horse Jewelry Making 12:30 pm – 2:30 pm: English Bridle, Flockies 3:00 pm – 5:00 pm: Model Horse Tote Bag, Pastels	10:00 am – 12:00 pm: Mini-Scale Performance (Natural Trail), Celebration Horse Pin Painting 12:30 pm – 2:30 pm: Mini-Scale Performance (Hunter/Jumper), Cavaletti	
Holiday Inn North 1950 Newtown Pike	5:30 pm – 10:00 pm: Artisans' Gallery 7:00 pm – 11:00 pm: Swap Meet	5:30 pm – 10:00 pm: Artisans' Gallery	

(Note: Breyer® reserves the right to make adjustments to all schedules and locations as deemed necessary.)

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BOOTH 412-415,
NEAR THE BREYER® STORE



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EQUINE EVENTS SCHEDULE

Friday, July 23

- 9:30**
 - Opening Ceremony
 - World Equestrian Games
 - Driving
 - Vaulting
 - Dressage
 - Reining
 - Friesians
- 10:30**
 - The World of Miniature Horses
 - Appaloosas
 - Gypsy Horses
 - Nokota Horses
- 11:30**
 - Dales Pony
 - Morabs
 - Drill Team
 - Young Guns
- 12:00**
 - Mounted Games
- 1:25**
 - Austin Anderson - Driving
 - Miniature Driving Drill
 - All Glory
 - Radar & The Priefert Hitch
 - Priscilla Presley
 - Austin Anderson
- 2:30**
 - O'Leary's Irish Diamond
 - Fleetstreet Max
 - Haflingers
 - Austin Anderson - Mounted Shooting/Whip
 - Rockin' R Farm Rhythm Riders
 - Pintos
- 3:30**
 - Mule and Donkey
 - Tennessee Walkers
 - Curlies
 - Friesians
 - Morgan Horse Association
 - Young Guns Hipadrome
 - Rockin' R Farm Rhythm Riders
 - Mountain Horse Demo
- 4:30**
 - Rockin' R Farm Rhythm Riders
 - Mountain Horse Demo
 - The World of Miniature Horses

Saturday, July 24

- 9:30**
 - Gypsy Horses
 - Dales Pony
 - Morabs
 - Nokota Horses
 - Drill Team Young Guns
 - Pintos
- 10:30**
 - Mule and Donkey
 - Tennessee Walkers
 - Curlies
 - Rockin' R Farm Rhythm Riders
 - Morgan Horse Association
 - The World of Miniature Horses
- 11:30**
 - The World of Miniature Horses
 - Appaloosas
- 12:00**
 - Mounted Games
- 1:25**
 - Austin Anderson
 - Miniature Driving Drill
 - All Glory
 - Radar & The Priefert Hitch
 - Priscilla Presley
 - Austin Anderson
- 2:30**
 - Haflingers
 - Friesians
 - Fleetstreet Max
 - Austin Anderson
 - O'Leary's Irish Diamond
 - World Equestrian Games – Driving
- 3:30**
 - World Equestrian Games – Vaulting
 - Dressage
 - Reining
- 4:30**
 - BREYERFEST RAFFLE AND LIVE AUCTION

Sunday, July 25

- 9:30**
 - Haflingers
 - Appaloosas
 - The World of Miniature Horses
 - Morabs
 - Drill Team Young Guns
- 10:30**
 - Pintos
 - Mule and Donkey
 - Tennessee Walkers
 - Curlies
 - Rockin' R Farm Rhythm Riders
 - Morgan Horse Association
- 11:30**
 - Dales Pony
 - Gypsy Horses
 - World Equestrian Games
 - Austin Anderson
 - O'Leary's Irish Diamond
 - World Equestrian Games – Driving
 - Vaulting
 - Dressage
 - Reining
- 12:00**
 - Austin Anderson - Mounted Shooting/Whip
 - BREYERFEST RAFFLE
- 1:25**
 - BREYERFEST RAFFLE
 - Miniature Driving Drill
 - Austin Anderson - Driving
 - All Glory
 - Radar & The Priefert Hitch
 - O'Leary's Irish Diamond
- 2:30**
 - Isadora-Cruce & Inez-Cruce
 - Austin Anderson
 - Fleetstreet Max
 - Nokota Horses
- 2:50**
 - Closing Ceremonies

Due to the nature of performance with live animals, scheduled times are approximate and may change without notice.

Equine Events Manager:
 Liza Holland
 Announcer: Wayne Williams

Priefert's Radar



COME MEET THE MUSES THAT INSPIRED THE BREYER MODELS!



O'Leary's Irish Diamond
with Melissa Cason-Kinney



Fleetstreet Max
with Alisa and Sue Bernhard



Isadora-Cruce



With Neda DeMayo from Return to Freedom Ranch

BENEFICIARIES & AUCTIONS

Breyer Gives Back

Through the efforts of many, Breyer has been able to donate more than \$850,000 to numerous charitable organizations throughout the years. Please help us support our admirable beneficiaries by purchasing tickets for the raffles and by bidding at our auctions. Not only will you be helping fabulous charities, but you will get the chance to own unique equine memorabilia and models found only at BreyerFest! **We are proud to present our 2010 Beneficiaries!**

AHEAD WITH HORSES

AWH's mission is to maximize the potential of disabled, disadvantaged, and special-needs children by providing developmental therapy, education and recreation through horses and related experience to foster increased self-sufficiency and the ability to lead better and more independent and productive lives. Based in Los Angeles, the program provides developmental therapy services to 200 children each week. 1000 children participate in field trips and/or special activities.



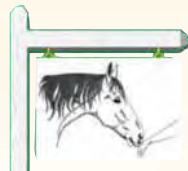
NORTH AMERICAN RIDING FOR THE HANDICAPPED ASSOCIATION, INC.

NARHA promotes equine facilitated therapy and activity programs in the United States and Canada. Currently more than 650 NARHA programs serve 30,000 individuals with disabilities.

www.narha.org

FRONT RANGE EQUINE RESCUE

Established in 1997 Front Range began as an all volunteer organization with Board members providing the initial foster homes. A small self-care facility soon housed several of the incoming rescue horses as well. Over the years, Front Range has been able to increase its capacity and currently owns a 40 acre facility in Larkspur, CO purchased in 2006.



THE CLOUD FOUNDATION

Cloud Foundation grew out of Ginger Kathrens' knowledge and fear for not only Cloud's herd but other wild horses in the west. The non-profit

Cloud foundation is dedicated to preventing the extinction of Cloud's herd through education, media events and programming, and public involvement.



RETURN TO FREEDOM

Return to Freedom is a non-profit wild horse sanctuary founded in 1997 by Neda DeMayo, and is the realization of her life-long dream: to protect the freedom and natural lifestyle of America's free ranging wild horses. Return to

Freedom is dedicated to preserving the freedom, diversity and Habitat of America's wild horses through sanctuary, education and conservation, while enriching the human spirit through direct experience with the natural world.

LOCAL KENTUCKY ORGANIZATIONS – Since the birth of BreyerFest twenty years ago, Lexington and the Kentucky Horse Park have served as a welcoming place to call home every year! As thanks, we support the local community through donations to the following organizations headquartered in our home away from home:

- ★ Kentucky Horse Park Foundation
- ★ Kentucky Horse Council
- ★ Lexington Lions Club

BENEFIT RAFFLES

Buy your raffle tickets all weekend long.

Saturday raffle ticket sales end at 4:00pm and will be drawn at 4:30pm in the Covered Arena.

Sunday ticket sales end at 12:30pm with the drawing at 1pm.

Tickets must be in 15 minutes before raffla is drawn.

Only 25 available of each!

Must be present to win!

SATURDAY RAFFLE HOLLYWOOD GLAMOUR



SUNDAY RAFFLE YOU OUGHTA BE IN PICTURES



Your raffle and purchases help to support equestrian organizations in need!

SILENT AUCTION

It's still a party, even when it's silent! Check out our silent auction, located at the Breyer Booth in the Covered Arena where unique equine memorabilia will be up for your bidding. The auction opens Friday and closes Sunday at 12:00pm sharp! *Happy bidding!*

- ★ All Glory signed by Elizabeth and William Shatner, paired with a selection from Elizabeth Shatner's Art By Nature collection
- ★ Traditional Rising Sun Breyer model signed by Priscilla Presley
- ★ Olympic Show Jumping Superstar Sapphire model and framed poster, both signed by McLain Ward
- ★ Custom Woodgrain Indian Pony painted by Dorothy Graham
- ★ And the winner is... Brilliant gold Ethereal inspired by BreyerFest 2010 logo
- ★ Eye catching image of Radar with braid of mane
- ★ Walking the Red Carpet – Custom Huckleberry Bay Resin painted by Billie Campbell, resin donated by Bonnie Valentine
- ★ Film Noir - Custom Rearing Silver by Leslie Rothhaar
- ★ Design Your Own Breyer - Here is your chance to create the Breyer model of your dreams! You pick the mold and deco and we'll do the rest!
- ★ High Gloss version of Tinseltown - BreyerFest Special Run
- ★ 40th Anniversary UK Special Run – Strikey
- ★ Connoisseur Porcelain Set – Giselle and Gilen
- ★ Custom Doll created by Darla Curtis
- ★ Hand Crafted Halter by Linda Dean
- ★ Lightning Strikes Twice - Salinero Mold customized by Morgen Kilbourn
- ★ Guide to Model Horse Tack Making written and donated by Sue Bensema Young



LIVE AUCTION SNEAK PREVIEW

Twenty-eight exciting test models will be offered. Don't miss this exciting live auction Saturday, July 24 at 6:00pm in the Covered Arena!



BREYERFEST® TRADE FAIR

Unique treasures are yours for the taking!

Be sure to visit the Trade Fair in the Covered Arena Concourse for great shopping and special finds.

24 Carrot Gourmet	107	I Make Horse Calls/Dr. Marcia Thibeault	327
Alltech FEI World Equestrian 2010 Games	120	O'Leary's Irish Diamond	420
Art Glass by Leta	315	J.R. & Company	104, 105
Austin Anderson	216	Kentucky Horse Park Gift Shop	
Becky's Stuff	100, 101	Kristi Kay's	218, 219
Bentley Sales Co.	321, 322	MAR Enterprises	324
Broken Arrow Ranch	117	ModelhorsesKTM.com	325, 326
Carolyn's Collectables	313	Morning Glory Farm	118, 119
Cedar Grove Mini Models	200	Old Friends	328
Country Corner Market	112, 113	Plant Cowgirl	210
Elizabeth and William Shatner - ALL GLORY	416, 417	Reshel's Pewter Co., Inc.	209
Engrave This	204	Return To Freedom	423
Equestrian Enterprise Inc.	206, 207	Ride & Shine LLC	225
Fleetstreet Max	203	Rolex Kentucky Three-Day Event	316
Gem Magic LLC	221, 222	Spotted Horse Ranch	424, 425, 426
Geneva Lake Jewelry	215	The UPS Store	102
The Ginger Horse	122	Walkabout Farm	412 - 415
Hobby Hill Farm	201	Wind Ridge Farm Collectibles	421, 422
Horse-Power Graphics, Inc	224	Wood's Art Gallery	318, 319

Booth
221-222



Natural Stone Jewelry, Pewter Boxes with matching necklaces, Natural Stone Carvings, Opal Horse Pendants & Earrings, Hand Beaded Horses, New Zealand Paua Shell Earrings & Bracelets
Visit our website at www.GemMagic.us

SPECIAL RUN MODELS

Each BreyerFest Special Run model is imprinted with "BreyerFest 2010" on the belly to ensure its authenticity.

Special Run Models are available only to three-day ticket holders during certain shopping times. Please refer to the rules printed on your ticket.

Visit the Breyer Store any time to shop for great Breyer gear!

STORE SPECIAL
(no ticket required)



Priefert's Radar
Qty 750
\$50



Stage Mom/Child Star
Qty 1200
\$75



Stunt Double
Qty 1200
\$55



Star-Studded
Qty 1100
\$60



Technicolor
Qty 1100
\$55



Beethoven
Qty 600
\$45



Tinseltown
Qty 1200
\$60



Red Carpet Royalty
Qty 1100
\$65



Dances With Wolves
Qty 700
\$150
Fine Bisque Porcelain



GREAT LAKES CONGRESS, INC.

Founded 1984/Incorporated 2004

Enjoy your time in Kentucky!

WE ARE AN EDUCATIONAL 501(C) 3 PUBLIC CHARITY THAT PROVIDES:

- Educational seminars for youth and adults
- Various activities promoting the model horse hobby
- Model horse shows, including the ever-popular No Frills series!

VISIT US

SATURDAY
OCTOBER 23

FOR OUR **BREYER YOUTH DAY**, HELD IN CONJUNCTION WITH BENTLEY SALES CO.

- Special run, youth show, prizes, judging demonstrations, face painting and more!
- Huntley Park District, Huntley, IL (Northwest Chicago area)



FOR MORE INFORMATION, WATCH OUR WEBSITE: greatlakescongress.com

ARTISANS' GALLERY AND SWAP MEET

When the Kentucky Horse Park shuts down for the night, the BreyerFest fun is just beginning at the offsite mecca of everything Breyer – the Holiday Inn North! Unique finds and great vintage models can be yours at the Friday evening Swap Meet. If you are on the lookout for beautiful equine art, the Artisans' Gallery on Friday and Saturday evenings is sure to leave you inspired.

- Bill Duncan – B.D. Wagon's.com
- Brigitte Eberl, Eberl Resins
- Candace M. Liddy – Candace Liddy Bronzes/
Stampede Resin Castings
- Cara Barker Yellott, Epona Studio
- Caroline Boydston – White Horse Studios
- Chris Nandell – Beau Cheveaux Creations
- Darian Buckles, Kimberley Harvey, Bonnie Robb
- Danielle Feldman, Feldman Studio
- Ericka Miller, An Etch of Distinction
- Jaime Baker – Jaime Baker Customs
- Kristina Lucas Francis
- Kylee Demers – Posh Equine Pottery
- Laura Skillern & Lauren Hoeffler – Desert Fish Studios
- Leah Patton – Shlei Original Art
- Leslie Ann Rothhaar – Towns End Art
- Maggie Bennett – Maggie Bennett Sculptures
- Morgen Kilbourn – Art by Morgen
- Sheri Rhodes – Mountain View Studios, Inc.
- Sommer Prosser – Arizona Artists
- Thomas Bainbridge, Donna Chaney

HIN is located at 1950 Newtown Pike
Friday 5:30–10:00pm,
Saturday 5:30–10:00pm

Coming this Fall!

BREYER PRODUCT SNEAK PEEKS!

1478
Zenyatta



1421
Diamond Jubilee
60th Anniversary Horse
Limited to 2010 Pieces!



Christmas in July!

Visit the Breyer Store to preview and buy 2010 collection!



700670 Blown
Glass Ornament



800230 Musical
Snow Globe

700907
Rachel Alexandra
Ornament



1429
Rachel Alexandra



700906
Zenyatta Ornament



700110 Jewel
Holiday Horse



Breyer's Elvis Presley® Collection To Launch at BreyerFest®



Priscilla Presley will attend BreyerFest® to launch the Collection and kick-off the Elvis Presley Graceland® Stables Exhibit at the International Museum of the Horse!

The horse-loving spirit of Elvis will ride again this summer when Elvis Presley Enterprises, Inc. and Breyer join forces to launch Breyer's Elvis Presley Collection of the horses of Graceland at BreyerFest right here!

The Breyer Elvis Presley Collection is a tribute to Elvis and Priscilla Presley's favorite horses, past and present, and the collection will be launched at BreyerFest this year to commemorate the 75th anniversary of the birth of the King of Rock 'n' Roll.

"As always, we're launching the Breyer Elvis Presley Collection with a collectible Traditional® Series portrait model of Elvis' registered American Quarter Horse Rising Sun, a gorgeous palomino named in honor of one of his favorite songs," said Stephanie Macejko, Vice President of Marketing and Product Development at Breyer. "The model of Rising Sun will be available at BreyerFest and will be the only item available to be autographed."

We're honored to have Priscilla Presley join in the celebration on July 23-24 to share her love of horses and support of equine welfare. Of the four horses currently living at Graceland, Max, Tucker and Bandit were adopted after being rescued. The fourth, Candy, was a gift. Priscilla will sign models of Rising Sun at BreyerFest.

"Elvis enjoyed horses and loved having them at Graceland," said Priscilla Presley. "I'm happy to share this part of his legacy with the equestrian world in this anniversary year, and to add my voice to those who support equine welfare."

Don't miss the launch of the Elvis Presley Graceland Stables Exhibit at the International Museum of the Horse at the Kentucky Horse Park. The exhibit, borrowed from the vaults at Graceland, will include Elvis' saddles and bridles, video footage of the family riding, and other historic archival materials on loan from the stable at Graceland. The exhibition will open BreyerFest weekend and will be on display throughout the Alltech FEI World Equestrian Games, to be held Sept. 25-Oct. 10, 2010 through the end of 2010.



Priscilla Presley and Max, one of her rescue horses now living at Graceland.



Elvis Presley
and
Rising Sun

1422 Rising Sun

Note: Only the model of #1422 Rising Sun may be presented for signature during autograph sessions. Autographs not guaranteed.

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Alltech FEI
World Equestrian Games®
Kentucky 2010

The 2010 Alltech FEI
World Equestrian
Games are
September 25–
October 10.

BREYER AT THE 2010 WORLD EQUESTRIAN GAMES

Breyer is proud to be an Official Sponsor and the Official Model Horse of the 2010 Games! Join us at the Games where we look forward to welcoming our collectors, fans and the world to the first –ever world championships for eight disciplines to be held in the United States! Join us there!

BREYER STORE EXPERIENCE

Visit the mega Breyer store where the Breyer Experience begins:

- Hobby artists will demo customizing, painting, tack making and more!
- Custom Corner – order a customized Breyer model
- Watch continuous live feed of as-it-happens competition while you shop!
- **Shopping! Shopping! Shopping!**

We're making 15 exclusive items available only at the 2010 Games PLUS limited edition, only available at the Games runs of Horse Heroes competing at the Games!



9124 Classics® Commemorative Horse
Available only at the 2010 Games



9105 Breyer 2010 Games Collector's Edition
Featuring the artwork of LeRoy Neiman



9137 Esprit Water Globe
4" high



9101 Esprit
Official Model of the 2010 Games



9102 Fine Bisque Porcelain Esprit
Limited to 2010 pieces!



9132 Big Lex
Official Horse of Lexington, Kentucky
5.75"L x 5"H



1475 Ravel
First Introduction!

KIDS CORRAL

We're proud to introduce the model horse hobby to the world at the Breyer Kids Corral with daily Stablemates® painting activities and will debut Breyer's unique, new kid's fences too! Here's a sneak peak at two of these amazing fences that will be created for us by **Jumps West**.



Breyer Animal Creations® • Division of Reeves International, Inc. 14 Industrial Road
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