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GREAT CITY

A publication of the Alliant Energy Center

EVENT UPDATE NEWSLETTER

August 2007

Moovin' and Groovin'

Competitors in the **Young Champions Cheerleading Nationals** bring their spirit to **Veterans Memorial Coliseum** on **August 4**. An appearance at Nationals requires placement at the State and Regional levels before advancing for a chance to earn top honors. Participants, ages 7-16, from across the country compete in Pom-Pom and Cheer in levels 3-6. Check out youngchampions.carpnoctem.ws for more information.

On **August 16**, **Veterans Memorial Coliseum** features **The Wiggles USA Tour** with shows at 3pm and 6:30pm. The Wiggles will get you moving with their all-new Racing to the Rainbow Live tour while you learn how to Romp Bomp A Stomp, do The Monkey Dance and Move Like an Emu. For more information and tour dates, visit www.thewiggles.com.

August 17 brings the **Zor/Midwest Shriners Unit Competitions** to the **Alliant Energy Center South Parking Lot**. As part of the summer session of the Midwest Shrine Association, 2,300 Shriners gather in Madison for parades, band concerts and competitive events. Contests among horse patrols, drum corps, pipe and drum groups as well as motorized units take place from 9-11:30 am, so make sure to join the fun! Check out www.zorshriners.com/midwest.



Sweet Rides and Hard Rock

On **August 5**, the 4th Annual **JJO Band Camp** music festival cranks up the sound as they rock out on **Willow Island**. This year's line-up features Stonesour, Sevendust, Nonpoint, Finger Eleven, Kittie, Deaf Pedestrian, Black Light Burns, Burden Brothers, Skillet, In This Moment and Dope. Tickets are available at the Coliseum Box Office, all Ticketmaster outlets, Ticketmaster.com or charge by phone at (608) 255-4646.



August 17-19, the **Good Guys 18th Annual Great Lakes Nationals** on **Willow Island** brings with it thousands of rods, customs, classics and muscle cars thru 1972. This event features vendor and manufacturer exhibits with everything needed to build or restore your street rod, as well as the Goodguys Gallery, a Swap Meet and Cars 4 Sale Corral, live entertainment and a kid's play area. Visit www.good-guys.com for more information.

Equine Extravaganza

Buyers and sellers from across the country gather in the **Arena** on **August 10-11** for the **Great Lakes V Auction** produced by Addis Equine Auctions. Over 200 Arabian, half-Arabian, American Saddlebred and related breeds will be up for auction. With free admission, the public can enjoy an open house to view all the horses and enjoy 6 classes competing in the Arabian Horse Breeders Cup. Check out www.addisequineauctions.com.

The **Madison Morgan Classic Horse Show** fills the **Arena** **August 17-19**. Over 100 horses contribute to morning and evening sessions this year and receive ribbons for placing in each class. Proceeds from a silent auction featuring great items like mirrors, benches and bikes, benefits WAGS, an organization which trains service dogs to increase the ability of individuals with disabilities. Visit www.morganconnection.net for more information.

On **August 24-26**, the **Wisconsin Paint Horse Futurity Show** saddles up in the **Arena**. Make sure to stop by this free show and check out over 250 beautiful horses known for their incredible coloring. Riders can participate in halter, riding and futurity classes and also receive prize money at this exciting event. For more information, visit www.wispainhorse.com.

Cycling, Seminars, Shows and Sales

Join the celebration on **August 5** as passionate bikers cross the **MS Bike Tour Finish Line** on the **Alliant Energy Center Campus**. Over 1,700 cyclists take to the road to fight multiple sclerosis as they pedal 150 miles, ending at the Alliant Energy Center. To help find a cure and participate in the bike tour, visit the **Alliant Energy Center** on **August 3** for the **MS Bike Tour Registration** or visit www.bikewig.nationalmssociety.org.

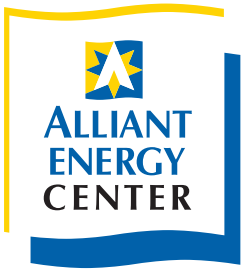
On **August 21**, a **Microsoft Seminar** comes to **Exhibition Hall** to assist business decision makers, IT professionals and developers. From building efficient communication to making development efforts more effective this seminar has something to offer you. For more information, visit www.microsoft.com/mscorp/acrossamerica/.

Sales representatives meet in **Exhibition Hall** on **August 21-23** for the **Outdoor Reps Association Trade Show**. This industry-only trade show provides a place for sales reps to showcase the latest and greatest in human powered outdoor products for the upcoming season. Visit www.eora.org.

Exhibition Hall hosts the **Wisconsin Pottery Association Show and Sale** on **August 25**. Vintage and contemporary pottery, furniture and other decorative art from over 50 dealers will be available. To get an idea of the worth of your pottery, members will be on hand to give informal evaluations with a limit of one piece per person. For more information on the show and sale, visit www.wisconsinpottery.org/show/wpa-show.htm.



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Exhibition Hall Art

Tired of boring facilities that lack exciting and unique qualities? Too often various venues that provide staging for trade shows, expos and other entertainment and consumer events blur together because there is nothing exciting to look at. This results in a lack of distinguishing qualities that represent the values, beliefs and character of the communities in which they are located. To address this challenge, artwork in public spaces allows a visually stimulating experience and creates a lasting impression that sets one place apart from the rest. The Alliant Energy Center continues to define its identity through the presentation of exciting art in Exhibition Hall. We have chosen two new pieces that reflect the character of the community and events that have added to the success of the venue. They illustrate our Midwest region and the continued commitment of the Alliant Energy Center to its valued and long-time clients. Perched atop the entrance doors, are two new pieces of artwork with inventive ways of illustrating art on 3-dimensional statues.

The Farmer's Market Cow was created by amateur artist Rebecca Hohlstein and is a depiction of Madison's very own Dane County Farmer's Market. Covered with sunflowers, tomatoes, peppers and other wonderful produce, this bovine shows the diversity of Wisconsin's agriculture industry. The Farmer's Market Cow was one of 101 to graze in the Madison area during the summer of 2006. From the herd, 50 cows came to pasture at the Alliant Energy Center, where they were auctioned off for charity at the CowParade "Dazzle in Dariyland" Auction. As a symbol of the agricultural industry that thrives in the Madison area and the Midwest, the Farmer's Market Cow now has permanent pasture in Exhibition Hall.



The Gallop to Glory Horse, created by local artist Larry Schultz, is a beautifully painted equine that shows the freedom of horses running across the plains. Displaying horses of different colors and breeds, this horse represents Wisconsin's horse industry. The Gallop to Glory Horse premiered at the 2007 Midwest Horse Fair, a perfect fit for a piece of art representing the equine industry as each year the Midwest Horse Fair and other equine events bring thousands of people to the Madison area to compete, admire and learn. The Gallop to Glory Horse is now corralled in Exhibition Hall, a symbol of the exciting equine industry that thrives in the area and the Alliant Energy Center's dedication to its continued success.

As part of what the Alliant Energy Center hopes to be many more displays of art, the Farmer's Market Cow and the Gallop to Glory Horse are excellent pieces that compliment the already existing art in Exhibition Hall including the gold flecked terrazzo floor, neon lights, Wisconsin Broadcaster's Association sculpture and the glass block chandelier.