



FOR IMMEDIATE RELEASE

EQUITANA USA Forms New Collaboration with Nonprofit JustWorld International

Norwalk, CT (April 1, 2020) – EQUITANA USA is honored to announce its collaboration with nonprofit organization JustWorld International. JustWorld funds education and nutrition programs, transforming the lives of children in impoverished communities around the world. JustWorld has been able to impact thousands of children through carefully-vetted programs that have proven models of success. In the last decade, close to 77,000 children have received the gift of education. Furthermore, to prevent health disparities for the vulnerable children JustWorld serves, hot, nutritious meals and snacks are provided to the students every day.

JustWorld is committed to making positive changes in the lives of children around the world, but recognizes that change can start with youth living in the United States. With this idea in mind, JustWorld began the Leadership Development Program (LDP). LDP brings together junior equestrians and local youth from around the country to realize their own ability to have a positive change on the world while instilling practical leadership skills and greater knowledge of collaboration. This multi-week program fosters individuality and draws from each student's strengths, creating a lasting impact and investment in our youth and philanthropic leaders of tomorrow.

Taking place this September 2020 at EQUITANA USA, JustWorld will host a condensed version of the *JustWorld Leadership Education Program*, for forty teenagers, focusing on creating positive change in both the equestrian community and the world around us. The 90-minute program will focus on leadership and philanthropy, emphasizing that anything is possible and no one is too small to make a positive change. Spots are limited and will fill up quickly; it is suggested that interested participants pre-register for this one-of-a-kind program. There is no additional fee for participating; only an EQUITANA USA attendee badge is required and an approved application for the *JustWorld Leadership Education Program*. Specific dates and times are coming soon.

In tandem, EQUITANA USA will be donating meals to support JustWorld's overarching initiative to help transform the lives of children.

Since being founded in 2003 by an international show jumper, thousands of equestrians from more than 40 countries have been making a difference for children around the world every time they climb into the saddle. JustWorld creates a unique opportunity for equestrians and individuals to learn about, experience, and contribute to a global campaign against poverty. Equestrians of all ages, riding levels, and disciplines serve as vehicles of change through JustWorld. These changemakers include International judges, course designers, and officials who are joined by hundreds of professional, amateur and junior riders. The equestrian network of JustWorld supporters raise awareness and funds in support of the JustWorld mission.

In June 2019, the Federation Equestre International (FEI), world governing body of equestrian sport, signed a Memorandum of Understanding (MOU) with JustWorld, designating the not-for-profit as an "Official Charity Partner of the FEI." The partnership serves a major endorsement from the governing body of the entire equestrian sport and will allow other riders to join the FEI in supporting a cause and proven methodology that is changing lives

around the world. The partnership will ultimately allow JustWorld to grow both its support base as well as project portfolios to reach more children around the world.

EQUITANA USA will take place September 25-27, 2020 at the Kentucky Horse Park. A full schedule of events, including the *Just World Leadership Education Program*, will be announced in the coming months.

More information on EQUITANA USA [can be found here](#).

About JustWorld International:

JustWorld International is a not-for-profit organization funding education and nutrition programs, transforming the lives of children in impoverished communities. Since 2003, JustWorld has provided a unique opportunity for equestrians and individuals to learn about, experience, and contribute to a global campaign against poverty. Selected as an Official Charity Partner of the FEI, the governing body of the equestrian sport, JustWorld unites thousands of riders from around the world to give children a leg up to a brighter future.

JustWorld International is a 501(c)(3) charitable organization in the United States and tax-deductible donations are accepted in the United States. JustWorld International has no political or religious affiliation. JustWorld is registered in California, Connecticut, Florida, Massachusetts, New Jersey, New York, and Pennsylvania.

About EQUITANA USA & Reed Exhibitions:

EQUITANA USA is a three-day celebration of the horse that invites equestrian professionals and enthusiasts of all riding levels and ages, disciplines, and breeds to gather for education, entertainment, instruction, and shopping. Reed Exhibitions, producer of EQUITANA USA, is the world's leading events organizer, with over 500 events in over 30 countries. In 2018, Reed brought together over seven million active event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organized by 41 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events and is part of RELX Group, a world-leading provider of professional information solutions. www.reedexpo.com

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