



FOR IMMEDIATE RELEASE

Reed Exhibitions and Kentucky Horse Park to host EQUITANA USA

World's largest equine trade fair and exhibition brand launches US event to be held Fall 2020

Norwalk, CT (March 14, 2019) — Reed Exhibitions and the Kentucky Horse Park officially announced the launch of EQUITANA USA, a new three day shopping and educational equestrian event, to take place in Lexington, Kentucky at the Kentucky Horse Park in Fall 2020. The announcement, made in Essen, Germany, coincided with EQUITANA Germany, the world's largest equestrian trade fair and exhibition (*produced by Reed Exhibitions*).

The bi-annual German-based EQUITANA is the world's largest equestrian trade fair and exhibition, and attracts over 200,000 visitors and more than 750 exhibitors over the course of nine days. The EQUITANA brand is among the best known in equestrian sports around the world, with EQUITANA USA bringing what promises to be the premier event for equestrians and horse enthusiasts to North America.

"I cannot think of a better venue for EQUITANA USA than the Kentucky Horse Park," said Marie Browne, Group Vice President at Reed Exhibitions. "Over the past several months our team along with the Kentucky Horse Park team, have been outlining what will be featured, and we look forward to sharing more details in the next several months."

"We are excited to be the home of EQUITANA USA," said Laura Prewitt, Executive Director of the Kentucky Horse Park. "We look forward to collaborating with Reed Exhibitions to make EQUITANA USA one of our signature events and I am confident the community will embrace the opportunity to welcome guests from around the world."

Mary Quinn Ramer, President of VisitLEX said, "We are thrilled EQUITANA USA has selected the Kentucky Horse Park as its home for this annual event. Our designation as *Horse Capital of the World* makes Lexington the perfect backdrop for this large scale equestrian event and we look forward to showcasing the area's rich equestrian heritage as we welcome EQUITANA USA for the first time in the Fall of 2020!"

EQUITANA USA invites all riding levels, disciplines, breeds, and enthusiasts of all ages to come together to celebrate the horse. A variety of popular equestrian personalities, professional equestrian performers, authors, veterinarians, and other top professionals will come together at the event to share their expertise on a wide range of disciplines and topics. The show is dedicated to being the forum that promotes the exchange of ideas, information, and experience, to enhance the horse, personal excellence, and to provide high standards of quality among those with a passion for horses. Each day will feature a trade fair with a variety of equestrian related products and services along with special performances each evening at the Alltech Arena.

For more information about the event, visit www.equitanausa.com or www.kyhorsepark.com.

About The Kentucky Horse Park:

The Kentucky Horse Park is a working horse farm/theme park and equine competition facility dedicated to man's relationship with the horse. The park is an agency of the Kentucky Tourism, Arts and Heritage Cabinet that showcases the many equestrian breeds and disciplines of the American horse industry, and hosts a number of high profile horse shows and special events each year attracting visitors, competitors and horses from across the United States and all around the world. The park is home to the International Museum of the Horse, a Smithsonian Affiliate, dedicated to exploring the history of horses and their impact on human civilization, as well as the National Horse Center, comprising national, regional and state equine organizations and associations. Information about the park's programs and activities may be found online at www.KyHorsePark.com, and on Facebook, Twitter, Google+, Instagram, and Periscope.

About Reed Exhibitions:

Reed Exhibitions 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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