



FOR IMMEDIATE RELEASE

EQUITANA USA Announces Show Dates Alongside New Collaborations

EQUITANA USA officially announces USA Show Dates and collaborations with USEF, United States Pony Clubs, and Retired Racehorse Project.

Norwalk, CT (April 24, 2019) — EQUITANA USA and the Kentucky Horse Park are pleased to announce the official show dates alongside three new collaborations. The new EQUITANA USA show will run Friday, September 25 – Sunday, September 27, 2020, making it a complete three day shopping and educational equestrian event. Taking place at the Kentucky Horse Park in Lexington, Kentucky, the late September dates provide attendees and exhibitors a beautiful early fall backdrop, with enjoyable temperatures and spectacular fall foliage, as well as affordable travel.

In tandem with the official date announcement, EQUITANA USA has launched early collaborations with three major renowned equine associations: United States Equestrian Federation (USEF), the United States Pony Clubs (USPC), and the Retired Racehorse Project (RRP). EQUITANA USA is fully dedicated to working with associations that have positive missions in the horse industry and are able to touch all levels, ages, breeds, and disciplines.

USEF, which serves as the National Governing Body for equestrian sport, is “dedicated to uniting the equestrian community, honoring achievement, and serving as guardians of equestrian sport.” An ideal association to work alongside EQUITANA USA in its efforts to enhance equine and personal excellence among those with a passion for horses, USEF will have a booth, fan membership registration and onsite presence at the event.

“We are pleased to welcome EQUITANA USA to the United States, as well as to the Kentucky Horse Park, for the first time,” said USEF Chief Executive Officer, Bill Moroney. “This partnership will allow USEF to fulfill our mission of bringing the joy of horse sports to as many people as possible, while celebrating horses of all different breeds and disciplines. We encourage and invite fans of all different horse backgrounds to join us in experiencing this exciting new event.”

The United States Pony Clubs and its focus on youth development of character, leadership, confidence, and a sense of community also align naturally with EQUITANA USA’s goal to inspire and educate young riders. Pony Club Members will have the chance to receive exciting early information about EQUITANA USA directly through Pony Club. The USPC will have a branded booth and Educational display during all three show days.

In addition to USEF and USPC, EQUITANA USA has formed a collaboration with the Retired Racehorse Project to support its mission of building demand for Thoroughbreds in equestrian circles after racing. Since its foundation in 2010, the Retired Racehorse Project has inspired thousands to transition off-track Thoroughbreds (OTTBs). With more than 170K social media followers, over 3.7 million annual page views on their websites, and frequent press coverage, the value of off-track Thoroughbreds and the Retired

Racehorse Projects' success is on the rise. EQUITANA USA and the Retired Racehorse Project will work together to bring additional awareness to the growing off-track Thoroughbred community. RRP will be on-site at EQUITANA USA for customers to learn more about supporting ex-racehorses in their new careers.

For more information about EQUITANA USA, 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.

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