



**FOR IMMEDIATE RELEASE**

**EQUITANA USA Names Former First Lady of Kentucky 2020 Event Spokesperson**

**Lexington, KY (February 26, 2020)** – EQUITANA USA, the North American edition of the world’s largest equestrian exhibition and event brand, announced former First Lady of Kentucky Jane Beshear will serve as the official spokeswoman for its newest Kentucky edition. The three-day equine trade and exhibition show takes place Sept. 25-27, 2020, on the grounds of the Kentucky Horse Park. The collaboration is a natural extension of Mrs. Beshear’s passion for the equine industry and undoubtable love for the state of Kentucky and celebration of the industry’s largest event being held in the *Horse Capital of the World*.

“We are honored to be accompanied by Mrs. Beshear during EQUITANA USA’s big debut in Lexington, Kentucky,” said Meghan Margewicz, the event’s director. “She is an equine industry leader and a perfect representative of EQUITANA values. With her support, we hope to build a longstanding relationship with attendees and bring it back for years to come.”

EQUITANA USA unites equestrian enthusiasts and professionals for an eventful extended weekend of education, entertainment, instruction and shopping. Dating back to 1972, EQUITANA has global presence with leading events in Germany, Australia and New Zealand. Being the first year in the *Horse Capital of the World*, EQUITANA USA guarantees an event celebrating every facet of the horse.

“Events like EQUITANA USA help make our industry flourish,” said Mrs. Beshear. “I am honored to spread the word to those in and out of Kentucky because the message is easy. Anytime I can bring together Kentuckians and horse enthusiasts, I am all for it.”

Mrs. Beshear is a lifelong horse advocate with many years of experience in the competition world. In addition to being a rider herself, she and her husband, former Governor Steve Beshear, have owned a small horse farm in Kentucky for decades. Mrs. Beshear has long supported initiatives of the Kentucky Horse Park and equine nonprofits such as Riding for Hope, a 501(c)(3) dedicated to improving the quality of life for children and adults with health needs through therapeutic activities with the horse.

For more information and to purchase tickets to attend EQUITANA USA, visit [www.equitanausa.com](http://www.equitanausa.com).

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**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](http://www.reedexpo.com)

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