



FOR IMMEDIATE RELEASE

Former First Lady of Kentucky Returns as 2021 EQUITANA USA Event Spokesperson

Lexington, KY (August 9, 2021) – 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 return as the official spokeswoman for the world’s largest equine trade and exhibition show. After moving to all virtual programming last year due to the pandemic, EQUITANA USA returns to an in-person event at the Kentucky Horse Park October 1-3.

Beshear’s role is a natural extension of her 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 again honored to be accompanied by Mrs. Beshear to bring EQUITANA USA to Kentucky,” said Meghan Margewicz, the event’s director. “Her leadership in the industry and passion that shines through as a great ambassador for the State brings so much to our event.”

EQUITANA USA unites equestrian enthusiasts and professionals for an eventful extended weekend of education, entertainment, instruction and shopping. Dating back to 1972, EQUITANA’s global presence includes leading events in Germany, Australia and New Zealand. The 2021 event will be EQUITANA USA’s first in the *Horse Capital of the World*, and will thus celebrate every facet of the horse.

“Events like EQUITANA USA help make our industry flourish,” said Mrs. Beshear. “I am honored to again spread the word to those in and out of Kentucky about this event. It brings together two of my favorite people: Horse enthusiasts and Kentuckians.”

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.

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For more information and to purchase tickets to attend EQUITANA USA, visit www.equitanausa.com.

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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