

April 20, 2015

FOR IMMEDIATE RELEASE

Horse Country, Inc. Adds Seven New Members

Lexington, KY – Horse Country, Inc. is proud to announce the addition of seven new members to the organization.

Blackwood Stables, Brookdale Farm, Denali Stud, Hallway Feeds, Hurstland Farm, Saxony Farm and Three Chimneys join members **Adena Springs, Airdrie Stud, Ashford (Coolmore America), Claiborne, Crestwood, Darby Dan, Darley, Diamond A, Gainesway Farm, Hagyard Equine Medical Institute, Keene Ridge, Lanes End, Mill Ridge, Mt. Brilliant, Pin Oak Stud, Rood & Riddle Equine Hospital, Runnymede, Siena Farm, St. George, Stone Farm, Stonestreet, Taylor Made, Winstar and Winter Quarter.**

“The support for the organization and its mission has been overwhelming, as evidenced by the organic growth in the membership base,” said Price Bell, of Mill Ridge Farm and Nicoma Bloodstock. “While the organization is still in its infancy, the commitment by our members to promote the stories of our horses and work together to create experiences that share these stories with fans, is inspiring.”

The organization announced operations in January of this year, and hopes to support fan development through guest experiences at equine-related locations such as farms, clinics and now, a feed company.

“We hope to provide more opportunities for the Central Kentucky community, and visitors to our area, to learn the great stories of our signature industry and asset – the horse,” said Executive Director Anne Sabatino Hardy. “This is an important effort for the industry and for Central Kentucky; we’re so thankful for the enthusiasm of our equine community as well as the communities in which our members operate.”

The organization will provide a central booking outlet that will also share the overarching story of Kentucky’s Horse Country and participating locations to connect visitors with the story of the horses, the land and the people, and to develop fans of farms and clinics. Bookings are expected to begin through the new system in the fall, and Horse Country will provide special Breeders’ Cup-focused experiences ahead of 2015’s Breeders’ Cup at Keeneland.

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Horse Country, Inc. is a 501(c)6 membership organization.

Horse Country, Inc. Board of Directors: Clifford Barry – **Pin Oak Stud**, P. Headley Bell – **Mill Ridge Farm**, Price H. Bell, Jr. – **Mill Ridge Farm**, Brutus J. Clay – **Runnymede Farm**, Luke H. Fallon, DVM – **Hagyard Equine Medical Institute**, Allison Hancock – **Claiborne Farm**, John Phillips – **Darby Dan Farm**, Mary Quinn Ramer – **VisitLEX**, Rusty Thompson – **Darley America**, Shannon Arvin – **Stoll Keenon Ogden**, Secretary.

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