



Media Contact:

Dan Tordjman
Dan@equestricon.org
917-572-7075

Horse Country, Coalition of Kentucky Farms, Bringing the Bluegrass to Equestricon

SARATOGA SPRINGS, NY. (April 12, 2017) — Equestricon, LLC., announced today a partnership with Horse Country, Inc., that will bring the organization and eight of its most recognizable Kentucky-based member farms to the Saratoga Springs City Center August 14-15 for the first international horse racing convention, fan festival and trade show.

Based in Lexington, Ky., Horse Country is a not-for-profit that offers fans a behind-the-scenes look at the racing industry through tours of member farms, veterinary clinics and other equine attractions in Kentucky. Among the announced Horse Country participants at Equestricon are Claiborne Farm, Darby Dan Farm, Denali Stud, Darley, Hagyard Equine Medical Institute, Mill Ridge Farm, Pin Oak Stud, Taylor Made Farm and Winstar Farm.

“WinStar has been involved with Horse Country since the very beginning and the success we’ve seen so far has been very rewarding,” said Elliott Walden, President and CEO of WinStar Farm. “The first ever Equestricon event is indicative of a healthy and growing fan base, and we are proud to support and have a presence this year to promote tours at WinStar as well as our Stabmates program.”

“Horse Country, which is home to the top farms, feed mills, and veterinarian clinics in the world, has created a fan experience that will soon be known at the East Coast’s Napa Valley,” said Duncan Taylor, President and CEO of Taylor Made. “We have horses, bourbon, and some of the best scenery you’ll find. We are thrilled that Equestricon is helping introduce these experiences to the fans of horse racing this year at Saratoga!”

At Equestricon, a miniature barn construct will host a row of farms, anchored by a Horse Country booth where convention attendees can learn more about their favorite farms and how to schedule a visit. Horse Country will also be joined at Equestricon by other Kentucky-based racing, lifestyle and tourism entities including Keeneland Race Course, LUXAIR Jets, VisitLEX and event sponsor Four Roses Bourbon.

“We’re thrilled to showcase Kentucky’s horse country to the fans in a unique way and to be a part of the first-ever Equestricon,” said Anne Hardy, executive director of Horse Country. “Our members are excited to meet the fans and, of course, invite them down to visit with us personally. Having that opportunity through an event like Equestricon helps tell our story and get the word out: our gates are open!”

Attendees interested in learning more about Horse Country or scheduling a farm tour before Equestricon, can go to www.visithorsecountry.com. Horse Country’s website features a map highlighting all of its member farm locations and an easy-click “Book Now” option that opens up to a calendar of available dates and times for tours.

AUGUST 13-15, 2017 SARATOGA SPRINGS, NY

#EQcon17 | Equestricon.org | info@equestricon.org



@equestricon



Equestricon



@horseconvention



About Equestricon™

Equestricon™ is the first international horse racing convention, trade show and fan festival. Founded by Dan Tordjman, Kathryn Sharp and Justin Nicholson, Equestricon™ is designed to give racing fans at all levels of the sport greater access and opportunities for engagement. Equestricon 2017 will be held in Saratoga Springs, kicking off on August 13, and continuing with a General Session, featuring features over 45 panels, seminars, workshops and autograph signings, August 14-15 at the Saratoga Springs City Center. The Thoroughbred Aftercare Alliance (TAA) is the official charity partner of Equestricon. For more information and to purchase tickets, visit Equestricon.com.

###

AUGUST 13-15, 2017 SARATOGA SPRINGS, NY

#EQcon17 | Equestricon.org | info@equestricon.org



@equestricon



Equestricon



@horseconvention