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EQUESTRICON ANNOUNCES “THREE FOR THREE” PROMOTION TO BENEFIT THOROUGHBRED AFTERCARE ALLIANCE

SARATOGA SPRINGS, NY. (April 24, 2017) – With the Kentucky Derby, Preakness Stakes and Belmont Stakes on the horizon, a special “Three for Three” promotion was announced today to benefit the Thoroughbred Aftercare Alliance (TAA). For every ticket purchased for Equestricon — the first international racing convention, fan festival and trade show— between the start of Kentucky Derby week (May 1) and the Belmont Stakes (June 10), organizers will donate \$3 directly to the TAA, which is the “Official Charity Partner” of the historic convention.

The General Session for Equestricon 2017 will take place Monday, August 14 - Tuesday, August 15, at the Saratoga Springs City Center. Last month, Equestricon announced that as part of a program featuring nearly 50 panels, workshops, seminars and other events, a series of discussions presented by TAA would highlight the importance of aftercare at the convention.

“Equestricon is doing all it can to raise awareness about the work we do, along with all of our wonderful accredited organizations,” said TAA Operations Consultant, Stacie Clark Rogers. “The ‘Three for Three’ promotion is a chance for the public to really make an enormous difference, while punching their ticket to a can’t-miss event, to begin with.”

Tickets for Equestricon 2017 start at just \$25 and are available for purchase at Equestricon.com. With basic general admission access, attendees will still have an opportunity to meet and engage with at least 25 TAA-accredited organizations — the largest-ever single gathering. A full list of participating charities can be found on the Equestricon exhibitor webpage, which also features nearly 50 other vendors participating in the convention.

“We’re only months away from Equestricon now, so this is the ideal time to reserve a spot,” said Equestricon Co-Founder Justin Nicholson. “With the added incentive of supporting the TAA through a ticket purchase, it’s a win-win for everyone. We’d love to be able to cut an extremely large check by the end of this ‘Three for Three’ promotion.”

Based in Lexington, Kentucky, the non-profit Thoroughbred Aftercare Alliance accredits, inspects and awards grants to approved aftercare organizations to retire, retrain and rehome Thoroughbreds using industry-wide funding. Along with continued funding from its original partners Breeders’ Cup Ltd., The Jockey Club, and Keeneland Association Inc., the TAA is now also supported by owners, trainers, breeders, racetracks, aftercare professionals and other industry groups. To date, 64 aftercare organizations supporting more than 180 facilities across the U.S. and Canada have been granted accreditation and received funding from the TAA. To learn more about the TAA, visit thoroughbredaftercare.org.

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