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On December 6, 2005, The Federation Equestre Internationale (FEI), the international governing body of equestrian sport, announced the selection of the United States, specifically, Lexington, Kentucky, as the site of the 2010 Alltech FEI World Equestrian Games. The United States Equestrian Federation (USEF), the national governing body for equestrian sport, submitted the bid on behalf of the Kentucky Horse Park and The Commonwealth of Kentucky, as the host venue for the competition.

The World Equestrian Games, held every four years, are comprised of the world championships for eight equestrian sports. The inaugural games were held in 1990 in Stockholm, Sweden, and have never taken place outside of Europe. The 2010 Alltech FEI World Equestrian Games in Kentucky will represent the largest equestrian sporting event ever held in the United States.

The Alltech FEI World Equestrian Games will be hosted at the Kentucky Horse Park in Lexington

When: September 25-October 10, 2010
Where: The Kentucky Horse Park
Lexington, Kentucky
Number of Athletes: 800+
Number of Horses: 900+
Number of Participating Nations: 60+
Anticipated Attendance: 500,000+
The 2010 Alltech FEI World Equestrian Games will take place over 16 days in Lexington, Kentucky, from September 25 through October 10, 2010. The event consists of the world championship for eight equestrian sports:

### SHOW JUMPING

The challenge of show jumping is straightforward – jump a course of 10-13 obstacles with no penalties and within the allowed window of time. Penalties or “faults” are incurred if a horse knocks a rail down, refuses to jump or falls at an obstacle or jump. Penalties can also accumulate if riders fail to complete the course in the time allotted.

[www.ushja.org](http://www.ushja.org)

### DRESSAGE

Dressage is a French term meaning “training,” and is often described as “horse ballet.” Gaits and movements performed at the highest level, Grand Prix, include collected and extended walk, trot and canter; trot and canter half-pass; passage (a slow-motion trot); piaffe (a trot in place); one and two-tempi changes (a “skip” as the horse changes leads in the canter); canter “zigzags,” and pirouettes.

[www.usdf.org](http://www.usdf.org)

### EVENTING

Eventing could be termed an “equestrian triathlon.” It involves working with a horse both on the flat and over fences. The three phases are: dressage, endurance (or cross-country) and show jumping. Over the centuries it has developed from the test of the ideal military charger to an exciting sport attracting hobby riders to professionals.

[www.useventing.com](http://www.useventing.com)

### DRIVING

Driving competitions are held for teams of four horses. Two days dedicated to dressage, one to marathon and the last to driving an intricate course marked by cones. The lowest total cumulative faults from all three tests determine the individual and teams championships.

[www.americandrivingsociety.org](http://www.americandrivingsociety.org)
ENDURANCE

The endurance test is like a marathon race. Horses must run a 160-kilometer course in the shortest time possible. In addition to the titles of individual and team champion, the Veterinary Commission will elect the horse deemed to be in “best condition” from the 10 fastest in the classification.

www.aerc.org

VAULTING

Vaulting is most easily described as gymnastics performed on a moving horse. Participants are judged on a set of compulsory moves and in freestyle competition. With a history extending back to Roman sports, vaulting requires the teamwork of the vaulter, horse and longeur, who controls the horse in a circle on a longe line. Vaulters may compete as individuals, in pairs, or as a team.

www.americanvaulting.org

REINING

Reining is a judged event designed to show the athletic ability of a ranch-type horse. Contestants are required to work one of 10 approved patterns, which includes small slow circles, flying lead changes, roll backs over the hocks, 360-degree spins done in place, and the exciting sliding stops known of the reining horse.

www.nrha.com

PARA-EQUESTRIAN

Para-equestrian competition will be held for dressage riders with disabilities as part of the Alltech FEI World Equestrian Games in 2010. This marks the first time that para-equestrian competition will be held during the 2010 Games.

www.ipec-athletes.de
ALLTECH
Alltech, a leader in the animal health and nutrition industry, is based in nearby Nicholasville, Kentucky. In May, 2006, the company committed to be the first-ever title sponsor of the FEI World Games. Alltech provides natural, nutritional solutions to meet the challenges facing the animal feed and aquaculture industries. The privately owned company has more than 1,800 employees in 85 countries around the world. Its international presence makes Alltech the perfect partner for the 2010 Games. www.alltech.com.

ECONOMIC IMPACT
The 2010 Games, as well as pre- and post-equine events, will create a major economic impact on tourism in Kentucky and the Bluegrass region. A new 6,000-seat, indoor, climate-controlled arena; a new luxury hotel; a new outdoor stadium; and road improvements will be constructed on the grounds of the Kentucky Horse Park. www.kyhorsepark.com.

HOTEL ACCOMMODATIONS
For individual or group reservations, including destination services and packages, contact Short’s Sport & Event Logistics by phone at 850-255-2010 ext.231; by email at kgreathouse@shortstravel.com; or at www.kyhorsepark.com (click on “Accommodations”).

TICKETS
Tickets to individual events and venues during the 2010 Games will go on sale in 2009. However, there may be a ticket deposit and/or other programs introduced before then. Check www.feigames2010.org regularly for updates and news.

PRIOR HOST CITIES FOR GAMES
Stockholm, Sweden; The Hague, Netherlands; Rome, Italy; Jerez, Spain; Aachen, Germany.

TELEVISION COVERAGE
The 2010 Games are expected to be broadcast to more than 460 million worldwide television viewers and will attract nearly 2,000 media representatives from around the world.
Above: Former Kentucky Secretary of Commerce Jim Host (from left) and his wife Pat, first lady Glenna Fletcher and Gov. Ernie Fletcher at Kentucky’s trade fair booth in Aachen, Germany.

Alston Kerr, VP of the World Games 2010 Foundation board of directors (left), with Dr. Pearson Lyons, president and CEO of Alltech, the Kentucky-based global animal health company that is sponsoring the 2010 Games, and Altech Global Marketing Director Catherine Keogh at the 2006 Games Governor’s Reception.

NBC commentator Donna Brothers (left) and HRH Princess Haya Bint Al Hussein of Jordan at the 2006 Games Governor’s Reception.

David Lord (right), president of the Lexington Convention and Visitors Bureau, was joined by his wife, Sara, and Bond Jacobs, director of services for the LCVB.

Opening Ceremonies at FEI World Equestrian Games 2006, Aachen, Germany.
Above: Gerco Schroder (NED) rides Erocommerce Berlin over a jump while a full house watches in Stadium One.

Right: Gold Medal Team Reiner Matt Mills (USA) makes a sliding stop while riding Easy Otie Whiz.

One of the main exercise areas at the games was adjoining the white Merchant Village Tents at the grounds in Aachen.

Above: Members of the U.S. team move into position for the opening ceremonies.

Left: High jumper Ward McClain (USA) rides Sapphire in Stadium One.
The Kentucky Horse Park is the state's largest state-owned tourist attraction, and is an agency of the Kentucky Commerce Cabinet. Also the largest attraction in Kentucky's Bluegrass region, the park is dedicated to sharing Kentucky's love of the horse with the world. Based in Lexington, the park hosted nearly 900,000 visitors and 15,000 competition horses in 100 special events and horse shows in 2006.

The only park of its kind in the world, the Kentucky Horse Park is a working horse farm, educational theme park and equine competition facility dedicated to man's relationship with the horse. “The place” to get close to horses, the park is set on more than 1,200 acres in the heart of Kentucky's famous Bluegrass region.

Parade of Breeds captures the sound and excitement of the show ring in presenting different unique breeds of horses with authentically costumed riders.

The excitement of the racetrack and show ring are brought to life by the elite group of horses in the Hall of Champions, which is home to racing legend John Henry, and “America's horse,” Cigar. Champions from Thoroughbred and Standardbred racing, as well as the show world of American Saddlebred Horses, are presented to visitors in the daily Hall of Champions show.

Spring brings foals to the Bluegrass region. Visit with mares and foals, through July, at the historic Big Barn, site of some of the first horse sales in Kentucky.

With representatives from all major draft horse breeds, the Draft Horse Barn houses the park’s “gentle giants” and provides one of the most popular attractions in the park – the horse-drawn trolley tour. Guided trail rides throughout the park's beautiful countryside are offered during the summer season, and pony rides are available for the youngest park visitors. In season, carriage rides take to the back roads of the park in private excursions to show off the horse farm vistas that make the Bluegrass so famous.

Visitors also have the opportunity to learn more about the history of the horse in the world's largest equestrian museum, the International Museum of the Horse, now a Smithsonian Affiliate, which counts in its permanent collection the dazzling trophies acquired by the famous Calumet Farm in its long history leading modern Thoroughbred racing. In 2010, the museum will present its most spectacular blockbuster exhibition ever, A Gift from the Desert: The Art, History and Culture of the Arabian Horse, the first major museum exhibition to explore the fascinating history of the Arabian horse and the cultures of the Near East.

The park is also home to the American Saddlebred Museum, which honors and chronicles the history of Kentucky's first native breed of horse. In 2007, the Saddle-
The Bluegrass: Horse Capital of the World

The Kentucky Horse Park's premier collection of competition facilities gives the park the capability to host some of the world’s most prestigious equine sporting events. Home to the Rolex Kentucky Three-Day Event, where Olympic hopefuls compete to earn a seat on the US Equestrian Team, the park hosts more than 100 horse shows and special events annually.

In 2010, the Kentucky Horse Park will host the largest equine event in U.S. history, and the largest sporting event in Kentucky history, when it hosts the Alltech FEI World Equestrian Games. A 260-site resort campground also gives visitors a unique way to enjoy the Bluegrass countryside.

The Kentucky Horse Park Gift Shop and Tack Shop offer a superb variety of equine related merchandise for home and horse including framed prints, clothing, tack and souvenirs.

The Kentucky Horse Park is located in the heart of the state at the crossroads of Interstates 75 and 64 on Iron Works Pike just north of Lexington. Situated in prime horse farm country, and in easy driving distance to downtown Lexington, Keeneland and Red Mile racetracks, as well as the Thoroughbred Center, the park can be directly accessed off of Interstate 75 at Exit 120, or from Newtown Pike or Georgetown Road heading north out of Lexington.

The Kentucky Horse Park opened to the public in September 1978 with the World Three-Day Event Championship, the only time that event has been held in the United States. The Kentucky Horse Park will celebrate its 30th anniversary in 2008.

The Kentucky Horse Park was founded by a group of visionary Kentuckians – leaders from government and the equine industry – who wanted to create a “people’s farm” for Kentuckians and visitors from around the world to come and learn more about the horse industry and the special Bluegrass culture that embodies this famous region.

Always in season, the Kentucky Horse Park is open daily from March 15 to October 31, and Wednesday through Sunday from November 1 to March 14. The park is located at 4089 Iron Works Parkway in Lexington, Exit 120 off Interstate 75. Call (800) 678-8813 or (859) 233-4303, or visit www.kyhorsepark.com.
The National Horse Center at the Kentucky Horse Park

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Shelley Hunter, Executive Director
3915 Jay Trump Road
Lexington, KY 40511
Phone: (859) 281-6031
Fax: (859) 281-6043
Email: shelleyh@aaea.net
www.aaea.net

AMERICAN ASSOCIATION OF EQUINE PRACTITIONERS
David Foley, Executive Director
4075 Iron Works Parkway, Bldg. D
Lexington, KY 40511
Phone: (859) 233-0147
Fax: (859) 233-1968
Email: aaepoffice@aaep.org
www.aaep.org

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Jon Bonci, Director of Education
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Alan Balch, Executive Secretary
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Stephan Hienzsch, Executive Director
4051 Iron Works Parkway
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Phone: (859) 971-2277
Fax: (859) 971-7722
Email: shienzsch@usdf.org
www.usdf.org

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Lori Rawls, Executive Director
4047 Iron Works Parkway
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Phone: (859) 258-2472
Fax: (859) 231-6662
Email: webmaster@usef.org
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Susan Dotson, Executive Director
4047 Iron Works Parkway
Lexington, KY 40511
Phone: (859) 225-2055
Fax: (859) 258-9033
Email: sdotson@ushja.org
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Ed Armstrong, Dir. of Tournaments
4037 Iron Works Parkway, #110
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Fax: (859) 219-0520
Email: earmstrong@uspolo.org
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Peggy Entrekin, Executive Director
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Lexington, KY 40511
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Annually, the park hosts nearly 900,000 visitors, competitors and campers, as well as 15,000 competition horses, in more than 100 special events and horse shows. Set amidst picturesque horse farms, the park is the premiere equestrian competition facility in the United States and is among the best facilities in the world. Our expertise, beautiful property and outstanding facilities helped us win the bid to bring the Alltech FEI World Equestrian Games to Kentucky in 2010 and continues to attract the world to our gates every day.

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World Renowned Equine Research

UK builds on its strong foundation in equine research, teaching and extension

The University of Kentucky, home to the Maxwell H. Gluck Equine Research Center – one of the most prestigious and internationally known equine research centers in the world, is now expanding its offerings in teaching, research and extension through the Equine Initiative.

The Maxwell H. Gluck Equine Research Center and Department of Veterinary Science have long been known for revolutionary equine health research. For instance, vaccines used against six of the 10 most commonly encountered equine infectious diseases today were developed by these UK scientists.

Besides equine health research, UK also has a strong foundation in equine nutrition research. For the past 25 years, faculty in the College of Agriculture’s Department of Animal and Food Sciences have focused their equine research efforts on the nutrition and feeding management of broodmares, foals and performance horses.

In addition to continuing its exceptional programs in research and extension, the College of Agriculture is developing an undergraduate degree program in equine science and management. The program, currently undergoing university approval and launching during the fall 2007 semester, is a science-based, in-depth study of the horse and its management.

UK Contributions to the Equine Industry

College of Agriculture departments with an equine component include some with long-established contributions to the equine industry and others with equine programs substantially enhanced by the Equine Initiative. They are:

- **Agricultural Economics** for studies on the impact of the industry on regional, national and international economies
- **Animal and Food Sciences** in nutrition, 4-H and extension
- **Biosystems and Agricultural Engineering** in horse transport, barn environments, composting and nutrient management
- **Veterinary Science**, with the prestigious Maxwell H. Gluck Equine Research Center and Equine Parentage Verification Laboratory

- **Community and Leadership Development** for the industry’s contributions to communities and overall leadership of the Equine Initiative planning activities
- **Entomology** with solutions for Mare Reproductive Loss Syndrome (MRLS) and farm pests
- **Hospitality Management Program** (Nutrition and Food Science department) in tourism value
- **Landscape Architecture** in land use planning and farm design
- **Livestock Disease Diagnostic Center** for its contribution to animal health
- **Plant and Soil Sciences** in pasture management, weeds and rescue removal

www.ca.uky.edu/equine

The new program will consist of two tracks, an equine science option focusing on the day-to-day management and care of the horse and farm enterprise and an equine management option that focuses on marketing and economics issues related to the industry.

World class research and teaching requires world class facilities. To accommodate the new undergraduate program and enhanced equine health and nutrition research, the College of Agriculture is in the process of major construction and renovation projects at its UK Maine Chance Equine Campus on Newtown Pike north of Lexington.

University of Kentucky Agricultural Services photos
University of Kentucky
Equine Initiative

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The Bluegrass region is known for its horse industry, and Lexington is the “Horse Capital of the World”. The scenic farms, races and beautiful horses add to the area’s quality of life, but the industry has a major economic benefit as well.

The equine industry has an estimated $4 billion impact on the state’s economy, according to the Kentucky Equine Education Project, and generates 80,000 to 100,000 direct and indirect jobs. Horses are Kentucky’s top agricultural cash crop, and the state exports an estimated $127 million from the equine industry.

THE JOCKEY CLUB
821 Corporate Drive, Lexington, KY 40503
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The Jockey Club, with offices in Lexington and New York, is the breed registry for all Thoroughbred horses in North America. It is responsible for maintaining The American Stud Book, which includes all Thoroughbreds in the United States, Canada and Puerto Rico.

Horses in the Bluegrass
Equine industry boosts region’s economy and tourism

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Many national equine organizations and two major racetracks are located in the Bluegrass area, and numerous local businesses serve the industry as well.

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821 Corporate Drive, Lexington, KY 40503
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The Breeders’ Cup Ltd., a non-profit organization, aims to increase public awareness and improve opportunities in the Thoroughbred industry.

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For more than 100 years, the company – incorporated in 1898 by William B. Fasig and Edward A. Tipton – has been conducting auction sales of Thoroughbred horses, making it the oldest auction company of its type in North America.

From its original headquarters in Madison Square Garden in New York and later at Belmont Park, Fasig-Tipton periodically conducted dispersals and special auctions in Kentucky. In 1972, the company established a permanent, full-service office in Lexington and began a year-round sales schedule.

ROOD & RIDDLE EQUINE HOSPITAL
2150 Georgetown Road, Lexington, KY 40580
(859) 233-3071
www.roodandriddle.com

In 1982, Dr. Bill Rood and Dr. Tom Riddle formed an equine veterinary partnership with a single-minded goal to provide quality health care for horses. Since that initial handshake, the two-man practice has grown into a worldwide leader in equine health care with full hospital and ambulatory services. The practice has 54 veterinarians, who together hold 13 board certifications in surgery, internal medicine, cardiology, reproduction, ophthalmology and certified equine practice, and employs 200 additional support staff.

The hospital facility, which opened in 1986, has a 140-stall capacity for patients and provides surgical, internal medicine, lameness and sports medicine, podiatry, reproduction, ambulatory, and 24-hour emergency services.

The practice recently expanded its services with the formation of the Rood & Riddle Veterinary Pharmacy, which provides compounded medications, prescription pharmaceuticals and health-care products for veterinarians and horse owners.
The Kentucky Thoroughbred Farm Managers Club was founded in 1948 and its members represent the management of Thoroughbred farms throughout the Bluegrass region of Kentucky. The organization has over 700 members.

The Red Mile was awarded dates for Quarter Racing in 2004, bringing a form of racing back to Kentucky that had been absent since 1992. A revamped clubhouse with an upscale menu and outstanding chefs is drawing off-season business in the form of wedding receptions, business and social events. Tattersalls, the horse sales division of the company, also conducts standardbred sales at the Meadowlands Racetrack in New Jersey.

At this working Thoroughbred training facility, visitors can go behind the scenes to learn about a normal working day in the lives of Thoroughbreds and those who train and care for them.

Located only one and one-half hours or less from four tracks, the facility offers two training tracks, experienced gate crew, official clocker, security staff, 1,000-plus stalls, paddocks and grass gallops.

Tours are available year round, and special event space is available for events of any size.

Nick Nicholson

More than 400,000 racing enthusiasts descend on Keeneland every April and October for world-class live racing. In 2004, Keeneland distributed nearly $20 million in racing purses — making its race meets among the richest in North America.

Keeneland's spring race meeting is widely considered the premier stepping stone for the Kentucky Derby and Kentucky Oaks, while Keeneland's October race meeting is the last major prep for the Breeders' Cup World Thoroughbred Championships.

Through the years, 16 sales graduates have gone on to win the Derby, and 25 have won Preakness and Belmont.

Through the years, Keeneland has given more than $12 million to local and industry-related charities.

The Red Mile is the second oldest harness track in the world. For more than 130 years, harness racers have converged on The Red Mile to stage some of the greatest equine battles in history.

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AGRICULTURE is a significant component of Fayette County and the Bluegrass region’s growing economy.

Statewide, farm cash receipts for 2005 were estimated at slightly more than $4 billion, with more than $1 billion in exports, according to the University of Kentucky Department of Agricultural Economics, with receipts in 2006 expected to have hit $4.14 billion statewide. Three Bluegrass region counties are among the top five in Kentucky. Woodford County was tops in the state at $373.3 million in 2005. Fayette was second at $354.3 million in farm receipts, while Bourbon County was fourth at $136.2 million.

Kentucky’s more than 80,000 farms rank it fourth nationally behind Texas, Missouri and Iowa. Tobacco is a decreasing but still significant cash crop in the region. Farmers also raise corn, soybeans, wheat, poultry and livestock. However, the horse industry dominates agriculture in Fayette County, with 86 percent of the total farm cash receipts. Fayette and Woodford counties account for 63 percent of total equine sales dollars in Kentucky, according to Woods and Mansfield’s annual report. The “crop” value is predominantly equine. Fayette County is home to two of the largest Thoroughbred horse sales agencies in the world: Keeneland and Fasig-Tipton. These two companies had projected sales of $800 million in 2006.

Beautiful Keeneland Race Track, along with the Kentucky Horse Park and The Red Mile, site of harness racing since the 1870s, also serve as a major tourism center. In 2004, these three venues drew more than 1.4 million visitors. The 29-year-old Kentucky Horse Park alone attracts 900,000 annual visitors. The scenic horse farms of the Bluegrass account for more than $900 million in tourism-related economic impact yearly.

Many of the largest and most scenic horse farms are located in and around Fayette County. More than 200 Thoroughbred farms are in Fayette County, according to the 2004 Farm Managers Directory. These farms generate substantial sales and employment and have a significant impact on equine-related businesses.

One of these support businesses is veterinary services, which showed growth from 1998 to 2002. In 1998, veterinary services had a payroll of $17.1 million in Fayette and $3.6 million in surrounding counties. In 2002, the Fayette County payroll had grown to $27.1 million, and payroll in surrounding counties was up to $8.6 million.

The agricultural sector has a significant economic impact on Central Kentucky, and on Fayette County in particular. Agriculture accounted for $803 million, or 4.8 percent, of the total gross product in Fayette County in 2000, according to the latest federal data available. Agricultural employment included 8,542 persons, or 4.1 percent, of total jobs.

In the area including Fayette and the surrounding six counties of Bourbon, Clark, Jessamine, Madison, Scott and Woodford, agriculture accounted for an estimated $2.37 billion, or 7.3 percent of the gross product. The agriculture sector employed 28,479 persons, or 8.4 percent of total employment.
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