

Stage Set for 2010 World Equestrian Games

Excitement crackled in the air as the 2007 version of the Rolex Kentucky Three-Day Event, presented by Farnam, kicked off in Lexington April 25.

But an event still more than three years away also captured the attention of horse enthusiasts.

The Alltech World Equestrian Games, to be held in the fall of 2010 at the Kentucky Horse Park, are already generating great excitement. Billed as one of the largest horse events to be held in the United States, the games are expected to draw 600,000 visitors over a 14-day run.

Title sponsor Alltech presented its vision for the games to 150 media representatives during a press conference and later at a media dinner for those gathered to cover Rolex.

For the past 25 years, Alltech has quietly been building a base in the equine feed industry from its home base south of Lexington. In 1983 it launched Yeasacc, designed to optimize fiber digestion and nutrient utilization. It has followed a variety of products, including Sel-Plex, a selenium yeast product known to impact fertility and antioxi-

dant status.

Alltech is a leader in equine research and is gearing up to use the equine genome, recently mapped, to keep horses healthy.

At the head of the company is an affable Irishman, Dr. Pearse Lyons, whose primary role for the next three years appears to be head cheerleader for the FEI games. He will be traveling the world inviting riders and spectators, alike, to come to what he often calls "my old Kentucky home."

Lyons was asked at one point what his company hopes to get in return for its \$10 million investment in the games. He used a marketing analogy from the computer world, Intel, whose phrase "Intel Inside" has become popular in the United States. Lyons said his company would like to use "Alltech inside" as a way of promoting every horse in the world being on an Alltech feed supplement.

Details on how manufacturers and retailers can be part of the event are forthcoming.

Australian rider Clayton Fredericks posted the top score in the event aboard



Dr. Pearse Lyons provided details of Alltech's \$10 million sponsorship of the World Equestrian Games in Kentucky in 2010 at a press conference during the 2007 Rolex.

Ben Along Time, with former Aussie team rider and now American competitor Phillip Dutton finishing second.

The trade show portion of the Rolex was relocated from tents to a more permanent structure this year, tucked in a slightly out-of-the-way location. There were no complaints from any of the vendors, however, most of whom reported brisk business selling every horse product imaginable.

An advertisement for Weaver Leather's 2007 Supply Catalog. On the left is a brown leather-bound catalog cover featuring a photo of a woman working at a sewing machine. The cover text includes "WEAVER LEATHER", "2007 SUPPLY CATALOG", and contact information. To the right, large yellow text reads "THE MOST USEFUL TOOL ON YOUR WORKBENCH!". Below that, white text says "OUR NEW 2007 SUPPLY CATALOG IS NOW AVAILABLE!". At the bottom right is the Weaver Leather logo and the text "ORDER YOURS TODAY! CALL: 800-WEAVER-1 WWW.LEATHERSUPPLY.COM".

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