



Kansas' First Nationally Rated Charity Horse Show Slated for July 11-13, 2014 **Show producers seek support to promote state and local expertise in animal health and agriculture and to raise stature of area's equine community**

Kansas City, Kans. – January 15, 2014 – Within the animal health and nutrition industry, it's common knowledge that companies and universities in the state of Kansas and Greater Kansas City are national leaders. According to the KCADC's Animal Health Corridor, area companies account for nearly 32 percent of total sales in the \$19 billion global animal health market. These regionally based organizations lead the nation in animal health and nutrition research, innovation, business functions and production. And, major consumers of their products and services are sporting and recreational equestrians, many of whom contribute to the region's prosperity as business, community and government leaders.

Despite the region's role as the epicenter of animal health and agriculture and area horse enthusiasts' role in this economy, until now no nationally rated (United States Equestrian Federation, or USEF) show-jumper competitions have been held in the state of Kansas. However, now a new USEF-rated three-day charity show-jumper competition to be launched in July 2014 seeks to connect equestrians and horse enthusiasts with area animal health and agricultural companies. The Kansas Equestrian Corporation, a not-for-profit organization dedicated to promoting equestrian sports in Kansas and the Greater Kansas City area, will produce the show.

The Kansas Invitational Show-Jumper Charity Horse Show will be held July 11-13, 2014, at the Kansas Speedway in Wyandotte County, Kans. The vision of the show's organizers is three-fold:

- Raise the stature of Kansas' equine community and the region's animal health and agricultural expertise throughout the Midwest
- Bring the best of the Midwestern show-jumping horse and rider talent to Kansas
- Raise funds for two local charities including Turning Point, a program of The University of Kansas Hospital, and Heartland Therapeutic Riding

Organizers of this event are seeking to attract local exhibitors and spectators as well as equestrians from more than 10 states to compete at this new nationally rated show-jumping competition. More than 800 exhibitors, trainers, parents, vendors and spectators are anticipated to contribute to the local economy.

Proceeds from the not-for-profit 2014 Kansas Invitational Show-Jumper Charity Horse Show will support two local, yet nationally recognized charities. The first is Turning Point (<http://www.turningpointkc.org>), a program of The University of Kansas Hospital, and the second is Heartland Therapeutic Riding Inc. (<http://www.heartlandtherapeuticriding.org>). Fund-raising events at the Kansas Speedway during the horse show will include a 5k run and pancake breakfast to benefit Heartland Therapeutic Riding, Turning Point's Hot Summer Night party, a family activities center with a vendor row, and a farmers market.

The show's organizers are currently appealing to animal health and agricultural companies to join in this effort by serving as show sponsors. Sponsor support will help attract more people to the show and accompanying events as well as reinforce area companies' national role in animal health and nutrition. Animal health and agricultural companies can visit <http://www.kansasinvitational.org/sponsorship> for more information about sponsorship. For more information about participating in vendor row and the farmer's market, go to <http://www.kansasinvitational.org/vendors>.

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