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Equestricon to Host 2018 Rood and Riddle Breeders' Cup Post Position Draw

LOUISVILLE, KY. (July 9, 2018) – Attendees to Equestricon, Horse Racing's largest convention and festival, will now experience greater access than ever before to the Breeders' Cup World Championships. Organizers announced that the 2018 Rood and Riddle Breeders' Cup Post Position Draw will be held at Equestricon on Monday, October 29. The Draw is open to all Equestricon attendees and will be hosted inside the main hall of Louisville's new Kentucky International Convention Center (KICC).

Breeders' Cup connections and special guests will enjoy enhanced hospitality during the Post Position Draw in the newly-designed VIP Breeders' Cup Lounge immediately in front of the expanded Main Stage, while convention attendees will be able to take in the Draw and surrounding festivities from within the convention hall, including two themed bars.

"Breeders' Cup and its Board are so pleased to share the excitement of the live drawing of post positions for the 14 Breeders' Cup World Championship races with the many fans and industry participants attending Equestricon," said Dora Delgado, Breeders' Cup Senior Vice President of Racing and Nominations. "Participating owners, trainers and guests will enjoy a totally new experience combining the anticipation of the Post Position Draw with the enthusiasm of Thoroughbred racing's biggest fans."

The Draw will highlight day one of Equestricon, which continues at KICC on Tuesday, October 30. Events at Equestricon on Monday and Tuesday of Breeders' Cup week include dozens of panels, workshops, seminars, storytelling sessions and appearances by racing's biggest names.

"We're so excited to partner with Breeders' Cup to bring owners, trainers, horseplayers, fans and more all under one roof to celebrate a hallmark event of Breeders' Cup Festival Week," said Kathryn Sharp, co-founder of Equestricon. "The building will be buzzing with excitement and live reactions to the Draw. It's going to be a party and anyone with an interest in racing won't want to miss it."



Rood and Riddle Equine Hospital and Veterinary Pharmacy will return as presenting sponsor of the Post Position Draw.

“Rood and Riddle is very pleased to serve as the sponsor of the Breeders’ Cup Post Position Draw which this year will be held at Equestricon, an action-packed event which promotes the sport of horse racing,” said Dr. Tom Riddle, co-founder of Rood and Riddle Equine Hospital and Veterinary Pharmacy. “Our veterinarians and staff are excited to once again be a part of the Breeders Cup World Championships and are happy to support the Thoroughbred industry with our sponsorship.”

Starting at just \$10, all Equestricon passes will grant attendees live visibility of the Post Position Draw. All-Access Passes, which allow complete two-day admission to everything from handicapping seminars to aftercare discussions to storytelling sessions, are listed at just \$65.

A limited number of Breeders’ Cup Festival Insider Passes are also available. The exclusive passes, sold only by Equestricon, offer passholders the opportunity to join Breeders’ Cup connections in the VIP Breeders’ Cup Lounge during the Post Position Draw (includes food and drink), as well as entry to VIP and invite-only events throughout Breeders’ Cup week. While supplies last, information on Insider Passes can be found here: <https://equestricon.com/festival-insider/>

Organizations or businesses interested in participating in Equestricon may browse the event’s sponsorship packet (below) or contact Event Coordinator Dan Montesano at dan.montesano@equestricon.org.

https://static1.squarespace.com/static/565f08f8be4b02e4017e1d97b/t/5afb857f2b6a28e917eea109/1526433153091/20180515_Equestricon_SponsorshipPackage_ReducedSize_F6.pdf

Equestricon® is the first and only international horse racing convention, trade show and fan festival. Founded by Dan Tordjman, Kathryn Sharp and Justin Nicholson, Equestricon® is designed to bring the horse racing industry together in an atmosphere of entertainment, engagement and education. Equestricon® 2018 will be held at the Kentucky International Convention Center in Louisville, KY, on October 29-30, as part of week-long fan festivities leading up to Breeders’ Cup 2018. The Thoroughbred Aftercare Alliance (TAA) is the official charity partner of Equestricon®. For more information, please visit equestricon.com.

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