

FOR IMMEDIATE RELEASE

January 29, 2013

CONTACT: Holley Groshek, Director of Marketing and Membership, Equine Land Conservation Resource  
(859) 455-8383 or [hgroshek@elcr.org](mailto:hgroshek@elcr.org)

### **ELCR Named as an Official Charitable Beneficiary of Rolex Kentucky Three-Day Event**

Equine Land Conservation Resource (ELCR) is pleased to announce that the organization has been named as a charitable beneficiary of the 2013 Rolex Kentucky Three-Day Event. Equestrian Events, Inc. (EEI), the official organizer of the Rolex Kentucky Three-Day Event and the Kentucky Reining Cup has partnered with ELCR since 2008.

“Our partnership with the Rolex Kentucky Three-Day Event is a natural one for both organizations. Eventing relies on open spaces for schooling and competition. Many of ELCR’s founders were members of the three-day event community,” says ELCR CEO, Anna Gibson. “We look forward to continuing and building on our relationship with the Rolex Kentucky Three-Day Event and our outreach to the eventing community through our long-term partnership with the US Eventing Association.

EEI has helped increase awareness of the land loss issue by providing ELCR complimentary advertising and public announcements during the Rolex Kentucky Three-Day Event. **This year’s event will run April 25-28 at the Kentucky Horse Park. Tickets are on sale now and available at [www.rk3de.org](http://www.rk3de.org).** Once again, ELCR will be an official charitable beneficiary of the event and will also have an exhibit space in the Trade Fair courtesy of EEI. So if you plan to attend the event, please stop by and visit the ELCR exhibit booth.

The Rolex Kentucky Three-Day Event is the only four star three-day event (CCI\*\*\*\*) held in the Western Hemisphere, and one of six in the world. This prestigious designation makes it one of the most popular annual equestrian events held in the United States.

“On behalf of the EEI Board of Directors, we are pleased to partner with and support the efforts of ELCR because it is vital that we continue to work toward protecting and conserving our land for the benefit of our youth. Together, our ongoing efforts in these areas will help ensure that Eventers, at all levels and ages, will have adequate access to land in order to keep their horses fit so the sport of Eventing will be preserved, at the highest competitive level in the United States, for the enjoyment and appreciation of future generations,” says EEI Executive Director, Lee Carter.

***About the Equine Land Conservation Resource (ELCR):*** *The Equine Land Conservation Resource is the only national not-for-profit organization advancing the conservation of land for horse-related activity. ELCR serves as an information and networking resource for land and horse owner, organizations, agencies and all equine enthusiasts on issues related to farm and ranch land conservation, land use planning, farm and ranch land stewardship/best management practices, trail access and sustainability, liability and equine economic impacts. For more information about the ELCR visit our website at [www.elcr.org](http://www.elcr.org) or call (859) 455-8383.*