

FOR IMMEDIATE RELEASE

*For additional information, contact:
Holley Groshek, Executive Director
Equine Land Conservation Resource
Phone: 859-455-8383 /Email: hgroshek@elcr.org
www.ELCR.org*

Editor's note: Photo available upon request

Rob Banner Joins ELCR Board of Directors

Lexington, KY – August 23, 2018 – Equine Land Conservation Resource announced that Rob Banner, President of Great Meadow Foundation, has been elected to ELCR's Board of Directors.

A lifelong horseman, Robert Banner grew up in Tennessee foxhunting, showing hunters and jumpers, and riding in owner/rider timber races. After graduating from Vanderbilt University in 1980, he began a career in equine publishing. He spent his first 5 years at The Horsemen's Journal (a national racing magazine,) then 5 years as Ad Director of EQUUS, (the leading national horse care magazine,) and ended his publishing years as Publisher of The Chronicle of The Horse, (a leading national newsweekly) for 18 years.

For the last 10 years, he has served as President of Great Meadow Foundation in The Plains, VA, a 501(c)(3) non-profit with a mission to "preserve open space for equestrian and community service." During that period, he has doubled the land holdings of Great Meadow and built a world-class all-weather arena that today hosts the first FEI Eventing Nations Cup in America. Construction complete, he placed a conservation easement on the property to protect it in perpetuity. Banner continues to fox hunt and show jump avidly. His life in the Piedmont Valley of Virginia is dedicated to protecting it for the equestrian activity we all embrace.

"With his vast professional experience in the equine industry and his commitment to protecting equine access to land, we are thrilled to welcome Rob Banner to our board", said ELCR Board President, Ken Haddad. "He will be a great asset to the organization as we advance our mission to conserve land for horse-related activities for the benefit of future generations."

About the Equine Land Conservation Resource (ELCR): *ELCR builds awareness of the loss of lands available for horse-related activities and facilitates the protection and conservation of those lands working to ensure America's equine heritage lives on and the emotional, physical and economic benefits of the horse-human relationship remains accessible. ELCR serves as an information resource and clearinghouse on conserving horse properties, land use planning, land stewardship/best management practices, trails, liability and equine economic impact. For more information about the ELCR visit www.elcr.org or call (859) 455-8383*