



FOR IMMEDIATE RELEASE:

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CONTACT:

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***** MEDIA ADVISORY *****

**PRO PARTNERS WITH THE HORSE PARK OF NEW JERSEY
TO SPONSOR JERSEY FRESH CCI*****

ALLENTOWN, NJ: The Professional Riders Organization announced today that they will partner with the Horse Park of New Jersey to sponsor the CCI*** which will be part of the 2010 PRO Tour Event Series. PRO will offer prize money in the CCI*** division at this premier event.

The Jersey Fresh Three-Day Event is held over five days from May 5th to 9th 2010 at the Horse Park of New Jersey in Allentown. It is expected to play a significant role this year in the selection of the US Team who will compete at the World Equestrian Games in Lexington, KY. The Jersey Fresh Three-Day Event showcases top international event riders and offers other activities for spectators and families to enjoy.

The 2010 PRO Tour Event Series is held at the Advanced and Three-Star levels throughout the United States. Event Riders and their horses will be vying for prize money at each destination with the ultimate goal of being on top of the end of year PRO Tour Riders Leader Board for a chance to win the PRO Tour Event Series Trophy and a substantial cash bonus pool award. The 2010 PRO Tour Event Series* will include:

March 19-21 ~ Southern Pines II, Advanced Division (Raeford, NC)

April 1-4 ~ The Fork CIC3* (Norwood, NC)

May 5-9 ~ Jersey Fresh, CCI3* (Allentown, NJ)

August 5-8 ~ The Millbrook Horse Trials, Advanced Division (Millbrook, NY)

September 19-21 ~ Plantation Field International CIC3*

November 5-7 ~ Galway Downs CCI3* (Temecula, CA)

*Other Events to be added

PRO was formed in 2009 by a group of leading professional event riders who felt they had a special obligation to and interest in strengthening the sport of eventing. In addition to representing the goals and objectives of professional riders, PRO is also dedicated to elevating the level of competition, contributing to ongoing rider education, improving standards of competition and promoting safety while working to raise the profile of the sport in order to introduce it to new fans, sponsors and participants.

The Jersey Fresh Three-Day Event will also feature several events for competitors and spectators alike, including:

- Ring-side marquee for Patrons, Owners, Riders and Sponsors
- Trade Fair
- Special Event Exhibition on Sunday TBA
- Course Walks led by top professionals

“The Organizing Committee is really excited to be affiliated with PRO this year, “ said Jane Corey, Organizer of the Jersey Fresh Three-Day Event. “We believe that it will help to make Jersey Fresh much more visible, beyond the local horse community. We are looking forward to showcasing the high quality of competition at Jersey Fresh as well as having the opportunity to lend our support to ReRun, which rescues and rehabilitates off the track Thoroughbred.”

Proceeds from the event will benefit the Horse Park of New Jersey, which is a 501c3 non-profit organization and ReRun, a 501c3 non-profit organization, which helps to rehabilitate and find new homes for off the track race horses and other Thoroughbreds.

For more information on the event, or to register for media credentials, please visit www.horseparkofnewjersey.com or contact Lynn Mathews at: (609) 259-0170. Please direct all rider interview requests to Samantha Lendl at (772) 633-6129 or samantha@professionalriders.org

EVENT: Jersey Fresh Three-Day Event
CCI*** sponsored by PRO

DATE/TIME: Competition and events to begin Wednesday, May 5, 2010

LOCATION: Horse Park of New Jersey
626 Route 524
Allentown-Clarksburg Road
Allentown, NJ 08501

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