

RETIRED RACEHORSE PROJECT



Leading a
market-based
approach
to aftercare

Retired Racehorse Project Press Kit

The Retired Racehorse Project (RRP) is a 501(c)3 charitable organization working to increase demand for off-track Thoroughbreds in the equestrian world. The RRP takes a market-based approach to aftercare, focusing on education, service and inspiration to encourage more equestrians to ride a Thoroughbred.

The RRP is based in Edgewater, MD and the Thoroughbred Makeover takes place at the Kentucky Horse Park.

What We Do:

- Produce the Thoroughbred Makeover and National Symposium
- Publish *Off-Track Thoroughbred Magazine*
- Maintain online educational library
- Produce Master Class retraining clinics and demos

**EDITORIAL PHOTOS AVAILABLE
UPON REQUEST**

ORGANIZATION & EVENT NAME

The Retired Racehorse Project (RRP) is based in Edgewater, MD and produces the Thoroughbred Makeover and National Symposium, presented by Thoroughbred Charities of America, which takes place at the Kentucky Horse Park in Lexington, KY.

After the first full mention of the Thoroughbred Makeover and National Symposium, presented by Thoroughbred Charities of America, the event name can be shortened to “the Thoroughbred Makeover” or “the Makeover.” The event should not be referred to as “the RRP” – that is the producing organization.

THOROUGHBRED MAKEOVER QUICK FACTS:

- Horses are eligible to compete in the Thoroughbred Makeover once. Eligible horses will have had a race or timed work on or after July 1 two years prior to their competing year
- Horses can begin training for the Thoroughbred Makeover on December 1 of the year prior to their competing year
- Ten disciplines of competition are offered at the Thoroughbred Makeover including Barrel Racing, Competitive Trail, Dressage, Eventing, Field Hunter, Freestyle, Polo, Ranch Work, Show Hunter, Show Jumper. Horses may compete in one or two disciplines.
- The overall winner is called Thoroughbred Makeover Champion and is selected by the judges of all disciplines from the pool of discipline winners
- Thanks to the support of presenting sponsor Thoroughbred Charities of America and the generosity of many donors and sponsors, over \$100,000 in prize money is offered

SOCIAL MEDIA:

The official hashtag of the event is **#TBMakeover**

 **Facebook:**
Retired Racehorse Project

 **Instagram:**
[@retiredracehorseproject](https://www.instagram.com/retiredracehorseproject)

 **Twitter:**
[@RRP_TBMakeover](https://twitter.com/RRP_TBMakeover)