



## INCREASING DEMAND FOR THOROUGHBREDS BEYOND RACING

THE RETIRED RACEHORSE PROJECT



### Retired Racehorse Project Press Kit

The Retired Racehorse Project, a 501(c)3 charitable organization, has made a measurable impact on the Thoroughbred, bridging the gap between the racing and equestrian industries to champion the breed as an equine athlete. Through its core tenets of education, inspiration and service, the RRP increases demand for Thoroughbreds beyond racing.

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
- Maintain the only online listing service exclusive to Thoroughbreds
- 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 for the Retiring Racehorse division will have had a race or timed work on or after July 1 two years prior to their competing year
- Mares eligible for the Former Broodmare division will have a Jockey Club reported cover or foal in the past two breeding seasons, as well as a lifetime race or published work
- 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, and Show Jumper. Horses may compete in one or two disciplines
- Beginning in 2025, a Championship round is offered in the Retiring Racehorse division for the ten highest-placed horses after preliminary competition
- 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

 *TikTok:*  
@retiredracehorseproject

 *Instagram:*  
@retiredracehorseproject

 *X:*  
@RRP\_TBMakeover