

Alltech World Equestrian Games launches new website

The 2010 WEG site has a new look for the new year, with new interactive features

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Zara Phillips and Toy Town scored individual eventing gold at the 2006 WEG in Aachen, Germany. Photo: Kit Houghton. The Alltech FEI World Equestrian Games has a new look on the Web! On January 23, the World Games 2010 Foundation officially launched a new website at www.feigames2010.org.

Visitors to the new website will find valuable educational materials about the eight world championships to be contested in 2010. Curious fans can get a sneak peak of what the Kentucky Horse Park will look like in 2010, with an interactive venue map, stadium and arena renderings, and links to the horse park's construction updates.

In-depth information regarding business, retail, and community opportunities is also available, including the 2010 Games Trade Show.

Visitors will also be able to use the new Web site to plan their trips to Kentucky in 2010. Information about the 2010 Games Housing Bureau and hotel options, traveling to Kentucky, and local tourism resources are all available on the new site.

"We wanted the Alltech FEI World Equestrian Games Web site to be a tool for everyone interested, whether you want to learn more about the Games, want to be involved in the Games, or want to plan your trip to Kentucky," said Danielle Landolt, Marketing and Sales Manager for the Foundation. "We will continue to provide information that is relevant and exciting on the new Web site from now until 2010."

The Alltech FEI World Equestrian Games are the world championships of eight equestrian disciplines recognized by the Fédération Equestre Internationale (FEI), and are held every four years. The Games have never before been held outside of Europe; nor have all eight disciplines competed at a single site—both firsts that will be achieved at the Kentucky Horse Park.

Visit the new website at www.feigames2010.org.

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