

## 2010 International Equestrian Festival to Be Held During the Alltech FEI World Equestrian Games

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As thousands of visitors travel to Lexington, Ky., to watch the world's premier equestrians compete for top honors at the Alltech FEI World Equestrian Games, there is another reason to explore the city in the heart of the bluegrass.

Horse Capital Productions, LLC, a Lexington-based company, will present the 2010 International Equestrian Festival™, to be held simultaneously with the Alltech FEI World Equestrian Games. The 2010 International Equestrian Festival will run September 25-October 10, 2010, at the state-of-the-art 100,000 sq. ft. Lexington Convention Center, located in downtown Lexington.

"The 2010 International Equestrian Festival will highlight local, regional and international businesses. By showcasing area proprietors and attractions, the 2010 International Equestrian Festival provides an economic driver for Lexington, the commonwealth of Kentucky and the entire region," said Kimberly Eilers Brown, Cofounder and Managing Partner of Horse Capital Productions, LLC.

The multimillion dollar event will feature world-class educational seminars, demonstrations, and convention activities, as well as shopping with high-end retailers from around the world.

A portion of the proceeds from the 2010 International Equestrian Festival will be donated to local, national and international charitable horse organizations, according to Anne Buchanan, Horse Capital Productions' Chief Executive Officer and Founder.

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