

## Anticipation is Mounting... and We're Blogging About It

*By Alltech FEI World Equestrian Games Staff*

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The Alltech FEI World Equestrian Games invites you to follow the road to 2010—the athletes, the planning, the insider information—on the Official 2010 Games blog.

On Friday, September 11, the 2010 Games blogging will begin at [2010alltechweg.blogspot.com](http://2010alltechweg.blogspot.com), with an inside look at our staff trip to the Spruce Meadows Masters Tournament.

We'll be blogging three times a week. On Mondays, check out "In the Saddle" for an inside perspective from our staff as we profile our weekly projects, travels, meetings and preparations for the 2010 Games.

On Wednesdays, our "Contenders" blog will feature athletes vying to compete in one of the eight equestrian world championships to be contested at the 2010 Games. Be sure to check Wednesday, September 16 to hear from our first featured athlete.

Every Friday, "Inside the Games" will feature an interesting topic from our week of work.

We want to hear from you as we blog about the 2010 Games. Who do you want to hear from? What questions do you want to ask athletes and members of our staff? We'll be taking your questions and blogging the answers. Watch weekly for these opportunities!

If you want the inside scoop on our plans for the Alltech FEI World Equestrian Games, here's your chance. We hope to see you at [2010alltechweg.blogspot.com](http://2010alltechweg.blogspot.com) starting this Friday.

### About the Alltech FEI World Equestrian Games

The Alltech FEI World Equestrian Games are the world championships of eight equestrian disciplines recognized by the Fédération Equestre Internationale. Her Royal Highness Princess Haya is the current president of the FEI. The Games are held every four years, and this will be the first occurrence in the United States. The Games run for 16 days in 2010, Saturday, September 25 – Sunday, October 10.

The 2010 Games are expected to have a statewide economic impact of \$150 million, and other current sponsors include Alltech, Rolex, John Deere, Ariat International, Inc., and Rood and Riddle Equine Hospital. For more information on the 2010 Alltech FEI World Equestrian Games, please visit [www.alltechfeigames.com](http://www.alltechfeigames.com).

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