

Learn Everything You Need to Know about the World Equestrian Games

A new video from the 2010 Alltech FEI World Equestrian Games invites fans of equestrian sport to become WEGsperts.

Edited Press Release

February 18, 2010

Fans of the 2010 Alltech FEI World Equestrian Games now have the opportunity to become experts—or WEGsperts—of the eight world championship competitions coming to the Kentucky Horse Park from September 25-October 10.

Starting today, anyone interested in the Games can visit www.alltechfeigames.com and complete a video training program to become a 2010 Alltech FEI WEGspert. [Click here](#) to go directly to the WEGspert program.

The training program showcases the eight equestrian disciplines of the Games, the Kentucky Horse Park, what spectators can see and do during their visit, and how to be involved.

“We want Kentuckians, Americans and international fans to become ambassadors for the Games,” said Jamie Link, CEO of the World Games 2010 Foundation. “This program will educate people around the world about why the Games are coming to Kentucky and how they can share in the excitement.”

After completing the 2010 Alltech FEI WEGspert training, fans will be provided links to additional information. Two promotional videos about the Games will be available to download.

“We want fans to share the program and these videos with their own civic, equine and business groups,” said Amy Walker, Public Relations Manager for the Foundation. “The 2010 Games will be America’s largest sporting event this year, and our WEGspert training will be an excellent resource for various groups to become informed and involved.”

The WEGspert training program was created in partnership with Promogistics LLC, a Kentucky-owned and -operated company specializing in online training and education, as well as live training and corporate events. Find out more at www.promogistics.com.

Visit www.alltechfeigames.com to become a 2010 Alltech FEI WEGspert, and to find the latest information on ticketing, accommodations and travel.

Keep up with all the latest news on the HorseChannel.com World Equestrian Games News page.