



## Win Tickets to the 2010 Alltech FEI World Equestrian Games Opening Ceremonies in YouTube Contest

**Create a 90-second WEG promotional video and upload it to Alltech's YouTube channel for a chance to win tickets.**

*Edited Press Release*

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Alltech presents its first ever YouTube Film Star contest to promote the upcoming Alltech FEI World Equestrian Games to be held in Lexington, Kentucky from September 25-October 10. Whether you are a seasoned director of feature films, a student enrolled in a web design class, or a first-time videographer, Alltech encourages you to submit a video to YouTube that creatively captures the excitement leading up to the Alltech FEI Games. The contest regulations are simple, yet the rewards are substantial.

The video must be no more than 90 seconds long and it must reference the correct name of the event: Alltech FEI World Equestrian Games. The video must incorporate the dates of the Games, September 25th-October 10th, as well as the official Games Web site. Advertising pitches with a call to action must be clearly conveyed in the video i.e., "order tickets at 1-888-934-2010 or [www.alltechfeigames.com/tickets](http://www.alltechfeigames.com/tickets)". After committing your creativity to video, simply upload your masterpiece to your YouTube account, and send an email to [contest@alltech.com](mailto:contest@alltech.com) with the link to your video.

Your next step is to promote your video in whatever way you can, because the winner will be determined by the number of "views" the video receives. The more members of the YouTube audience you captivate, the greater chance you'll have to be named the Alltech FEI World Equestrian Games Film Star.

The winner will receive two tickets to the opening ceremony of the Alltech FEI World Equestrian Games, two hospitality passes for the opening ceremonies and a \$1,000 dollar cash prize.

The Alltech FEI World Equestrian Games Film Star Contest can be found by visiting Alltech's YouTube channel: [www.youtube.com/alltechexperience](http://www.youtube.com/alltechexperience). For further contest rules and regulations, visit [www.alltech.com/en\\_US/Pages/youtubcontest.aspx](http://www.alltech.com/en_US/Pages/youtubcontest.aspx).

Alltech is the proud sponsor of the Alltech FEI World Equestrian Games to be held in Lexington, Kentucky, September 25 – October 10, 2010. For more information on the Alltech FEI World Equestrian Games and to purchase tickets while they are still available, visit [www.alltechfeigames.com](http://www.alltechfeigames.com) or call 1-888-934-2010.

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