



## FACT SHEET

### Land Rover Kentucky Three-Day Event

April 26 - 29, 2018

#### Where:

Kentucky Horse Park - Lexington, KY

#### Featuring:

The **Land Rover Kentucky Three-Day Event** features the 21<sup>st</sup> United States Equestrian Federation Four Star Championship for the USET Foundation Pinnacle Cup. The Dubarry of Ireland Nations Team Challenge will be featured again this year.

The Land Rover Kentucky Three-Day Event will host a \$225,000 Invitational Grand Prix on Saturday, April 28 after the completion of the cross-country phase. In addition to the \$225,000 Invitational Grand Prix, there will be a \$35,000 1.45m FEI ranking class on Friday, April 27, following the completion of the CCI's dressage competition.

#### What:

An equestrian triathlon, the sport of **Eventing** consists of three distinct elements: Dressage, Cross-Country, and Show Jumping. Originally, Eventing competitions were held around the world to test the fitness and training level of cavalry mounts. The winner is determined by the horse-and-rider combination with the fewest combined penalties from the three phases.

The Fédération Equestre Internationale (International Equestrian Federation – FEI), the world's Governing body of equestrian sports, has designated the Land Rover Kentucky Three-Day Event as a Four Star Eventing competition. Stars are used by the FEI to denote the level of Eventing competitions. Four stars is the highest designation and this designation is given only to the Olympic Games, World Championships, and six annual events around the world.

Riders compete for a chance to win \$400,000 in prize money (winner wins \$130,000!) and a shot at the \$350,000 Rolex Grand Slam of Eventing, which is awarded to any rider who wins Land Rover Kentucky, Mitsubishi Motors Badminton and Land Rover Burghley Four Star Events in succession.

The Dubarry of Ireland Nations Team Challenge will be featured again this year, awarding \$20,000 in prize money.

#### Family Fun:

In addition to the breath-taking competition among the world's best riders and horses, the Land Rover Kentucky Three-Day Event features extensive shopping and browsing in the Sponsor Village and International Trade Fair with almost 200 booths and tents. Land Rover Kentucky also features tailgating, Land Rover test drives, a fund-raising dinner sponsored by Barley, Barrels, and Bluegrass on Thursday evening, on-site beer garden and the fourth annual Head Up Heels Down 5K race on Friday evening. Ticket buyers also receive general admission to the Kentucky Horse Park, America's only theme park dedicated to horses.

**2018 Official Charity:**

The Official Charity of the 2018 Land Rover Kentucky Three-Day Event (LRK3DE) is the Junior Achievement of the Bluegrass (JA). JA is the world's largest organization dedicated to educating students about work readiness, entrepreneurship, and financial literacy through experiential, hands-on programs. JA partners with volunteers from the community to teach elementary students about their roles as individuals, workers and consumers, and to prepare middle and high school students for key economic and workforce issues they will face. For more information, please visit: <https://www.juniorachievement.org/web/ja-bluegrass>.

As the official charity of the 2018 Land Rover Kentucky Three-Day Event, JA will receive a portion of the proceeds from the Barley, Barrels and Bluegrass Dinner and the Head Up Heels Down 5K race.

**For More Information:**

Equestrian Events, Inc. - (859) 233-2362, (859) 254-5116 fax

Ticket Information - (859) 254-8123, [www.kentuckythreedayevent.com](http://www.kentuckythreedayevent.com)

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