



THOROUGHBRED OWNER OCTOBER 13-16 2014 CONFERENCE

FOR IMMEDIATE RELEASE

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Golf Legend and Thoroughbred Ambassador Gary Player to Deliver Keynote Address at Inaugural Owner Conference



(Lexington, KY) — Gary Player, a legend in the golfing world and a long-time Thoroughbred owner, breeder and advocate of Thoroughbred aftercare, will deliver the keynote address when OwnerView, the Thoroughbred Owners and Breeders Association and The Jockey Club host the inaugural Thoroughbred Owner Conference in Lexington, Ky., October 13-16, 2014.

Player has owned the 20,000-acre Gary Player Stud in South Africa since 1974 and is consistently among the leading breeders in South Africa. He has frequently implored those involved in horse racing to come up with innovative ideas that would generate interest in the sport.

The Thoroughbred Owner Conference will take place at historic Keeneland Race Course and it will be co-presented by Del Mar, Keeneland, NYRA and The Stronach Group.

“Our goal in hosting this conference is to showcase a unique lifestyle, whether you are an experienced owner or a potential investor in the Thoroughbred industry,” said Bill Thomason, the president and chief executive officer of the Keeneland Association. “Del Mar, NYRA, The Stronach Group and Keeneland all realize and appreciate that Thoroughbred owners play a critical role in our industry, and we all want to make the ownership experience immensely enjoyable at every juncture.”

Attendees at the conference will enjoy a welcome reception at Adena Springs Farm, an evening dinner, a day of racing and numerous opportunities to network with panelists and industry personnel alike. “The OwnerView initiative has really grown tremendously in a short period of time, and this conference is just a natural extension of our efforts to retain and attract owners,” said Gary Falter, vice president of Operations for OwnerView. “We are grateful to Keeneland for making its facility available and to all four racing organizations for their sponsorship support.”

Conference details, including the complete schedule of events, registration forms, host hotel information and other tourism tips for the Bluegrass Region, are available at ownerview.com.