



Horse Aid Live

NEWS RELEASE

Cyndi Greathouse
859-699-3334
cgreathouse@HorseAidLive.org

January 11, 2011

Memorial Day at The Red Mile Is Back! Monday, May 30, 2011 To Benefit Horse Aid Live

LEXINGTON, KY – Horse Aid Live Memorial Day at The Red Mile is set for Monday, May 30, 2011. In addition to live music, the event will feature a chili cook-off, promotions, and vendor booths. The musical lineup will be announced this spring.

“We are looking forward to an enhanced festival atmosphere with non-stop music, chili, concessions, and promotions. Plus, because the live racing schedule is now in the fall at the Red Mile, there are no horses racing so the music won’t be interrupted,” stated Cyndi Greathouse, Horse Aid Live Founder and Executive Director. **“The Red Mile is a wonderful facility that we can now fully utilize to offer greater promotional and hospitality benefits for sponsors and concert goers.”**

Event production will be handled by experienced veteran JD McHargue, producer/promoter for the previous Red Mile Memorial Day events and Horse Aid Live Board Member. “I’m excited to help bring back the Memorial Day event. Lexington will once again have a festival to kick off summer while helping Lexington’s signature icon, the horse.”

Sponsorships are now available. All sponsorships include hospitality privileges and tickets. Select sponsorships include private hospitality, VIP band and stage access, sponsor promotions before and during the event, and vendor booths. All sponsorships are set-up to be customized per sponsor requests. **Vendor booths are also available solely, or in conjunction with sponsorships.**

Chili cook-off information, rules, and entry forms will be available March 1, 2011 on www.HorseAidLive.org. The chili cook-off will be judged in three categories: non-commercial, bars, and restaurants.

Horse Aid Live, Inc. is a non-profit charitable fundraising organization which provides horse enthusiasts, horse industries, and supporters of equines of all breeds a way to give to one entity which then distributes annual grants to non-profit organizations that support and provide humane treatment, shelter, and care to equines of all breeds – the United Way for horses. Grant applications will be available on our website later this spring and open to organizations throughout the United States.

Events are also currently being planned for Houston and Chicago in 2011.

Get involved and support Horse Aid Live by shopping on our on-line store, becoming a member, sponsoring, or donating today – www.HorseAidLive.org. Join the United States Equestrian Federation (USEF), Kentucky Equine Research, the Unwanted Horse Coalition, The American Society for the Prevention of Cruelty to Animals (ASPCA), American Horse Council, Kentucky Equine Health and Welfare Alliance, the United States Dressage Federation (USDF), and many more organizations who support the mission of Horse Aid Live.

For more information, event sponsorship, or membership details please visit www.HorseAidLive.org or contact Cyndi Greathouse at cgreathouse@HorseAidLive.org or 859-699-3334.

###