

FOR IMMEDIATE RELEASE

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Vivregen & Purina® Sponsor \$25,000 Grand Prixes at Equifest I & II and Estes Park Hunter Jumper Festival

By TopLine Equestrian Marketing for Equine Productions, Inc

Equine Productions, Inc. announces sponsors for the upcoming Grand Prixes in both Lamplight and Estes Park summer series. Purina® will sponsor the \$25,000 Equifest I Grand Prix, Lamplight Equestrian Center in Wayne, Illinois. The \$25,000 Grand Prixes at Estes Park Hunter Jumper Festival, Estes Park, Colorado and Equifest II at Lamplight will be sponsored by Vivregen, a Chicago biotech company.

Purina Feed, is a subsidiary of Land O'Lakes. Purina® Equine Feeds include Purina® Strategy®, Equine Senior®, Omolene® and Ultium®, to name a few.

Vivregen uses a proprietary technology platform in the development of regenerative medical technologies. Vivregen offers a broad range of products to improve human and animal health and actively supports the equestrian community. Kathy He, founder of Vivregen states "Vivregen is pleased to support equestrian sport at the Grand Prix level in both the Colorado and Illinois markets with Equine Productions. Our VIVR8 product has strong benefits for the equine athlete to keep your horse performing at his best." VIVR8 is developed from a natural biological matrix rich in Activated Stem Cell Mediators. This accelerates healing and improves performance and has applications for both humans and animals.

The Estes Park Hunter Jumper Festival at Stanley Park in Estes Park, Colorado is AA USEF and CHJA rated. The Festival provides four weeks of horse shows and special events from July 25 to August 11. There are evening and extracurricular events for equestrian competitors and the local community to enjoy. These include international and local performing artists such as the Marshall Tucker Band and Katey Laurel. A Grand Prix BBQ and Beer Fest will feature five local micro breweries including Estes Park Brewery and Crabtree Brewery. Golf and bowling tournaments, ice cream socials and pizza parties are also part of the festivities planned for the horse show participants. The Festival provides a fun and exciting show experience that has something for everyone including the cool summertime temps, breathtaking vistas, outdoor activities and wildlife. The show venue is adjacent to the pristine, beautiful Estes Lake, nestled at the base of the Rockies.

Equifest I & II series will feature two weeks of shows, July 25-July 29 and August 1-August 5 at the Lamplight Equestrian Center in Wayne, Illinois. Lamplight Equestrian Center is a favorite regional venue known for its beauty and the site of world class equestrian competitions. The Equifest Series is AA USEF rated and will feature two \$25,000 Grand Prixes, Derby Classes and feature classes for all levels of competitors.

Equine Productions, Inc produces both show series. This Chicago based horseshow production company creates an incredible show experience with Grand Prixes, Derby Classes and prize money for all levels of riders. Equine Productions' shows are destination events at great venues with activities, concerts and parties. Russ Walther, co-manager of the Estes Park Festival states "Our goal is to create an experience at the horse shows that is over the top ~ a happy memory of an incredible time that our attendees will talk about well into the future. The great thing about working with Tommy (McIntyre) ...he does things in a big way and likes to have a good time".

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Topline Equestrian Marketing, LLC
www.toplineequestrianmarketing.com

Topline Equestrian Marketing, LLC is a brand, sponsorship and promotional product marketing firm with offices in Atlanta, Georgia and Scottsdale, Arizona serving the equestrian products, competitions, venues and associations.

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