

## Pre-Vent Feeders Announced as Title Sponsor of 2010 IEF

Written by Daniel Hanna

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FOR IMMEDIATE RELEASE

TITLE SPONSOR ANNOUNCED:

PRE-VENT FEEDERS AND INTERNATIONAL EQUESTRIAN FESTIVAL TEAM UP TO LAUNCH INNOVATIVE NEW PRODUCT

Lexington, KY (September 17, 2010) - [PRE-VENT®; Feeders](#) announced today its title sponsorship of the International Equestrian Festival, presented by television broadcast network HRTV. The company will introduce its innovative new feeder system to a worldwide audience during the 16-day event from September 25 through October 10, 2010 in the downtown Lexington, Kentucky convention center.

This global collaboration brings the world of horse industry innovation and large-scale events together like never before with the debut of horse industry products like [PRE-VENT®; Feeders](#), and other launches, such as Ecotrack synthetic surface by Martin Collins International and HRTV's equestrian programming on their television network.

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Endorsed by veterinarians, The PRE-VENT® horse feeder was developed by experts in Texas and designed to slow the horses' rate of feed consumption by encouraging the horse to concentrate on eating. By only being able to retrieve a few pellets at a time, this engages the "thinking" side of his brain. The horse begins to use his tongue and lips and relaxes while eating. Benefits include less waste and lower risk of illnesses such as sand colic.

"We're working with the International Equestrian Festival and HRTV to take product launches and audience interaction to a new level," said Burke McConn of PRE-VENT®. "At our exhibit center at the Festival, the audience can meet our experts and see our first-of-its-kind feeder. We expect to hear lots of great feedback from the horse enthusiasts."

Anne Buchanan, CEO of the International Equestrian Festival's (IEF) production company, Horse Capital Productions, said, "In the spirit of the IEF's focus on providing access to things people haven't had access to before, PRE-VENT® is an especially apropos title sponsor. We are excited for our audience to have the opportunity to come and meet the dynamic people at PRE-VENT® and their innovative product."

### Pricing & Availability

The PRE-VENT® Feeder is available for purchase online with a suggested retail price of \$69.95 (U.S.) through the PRE-VENT® website, [www.pre-ventfeeders.com](http://www.pre-ventfeeders.com), and may be available in select retail stores in the U.S. this fall. Feeders will be available for purchase on-site at the International Equestrian Festival.

For more information about PRE-VENT®, visit [www.pre-ventfeeders.com](http://www.pre-ventfeeders.com).

The International Equestrian Festival runs September 25 - October 10 at the Lexington Convention Center. The Festival offers an international shopping expo, horse demonstrations, equestrian celebrities, educational seminars, hospitality and entertainment daily from 1 - 9 p.m. Tickets are \$5 at the door. For details, including a complete event schedule, visit [www.InternationalEquestrianFestival.com](http://www.InternationalEquestrianFestival.com)

*Horse Capital Productions, LLC promotes entertainment, education, and tourism for the horse industry with large-scale events production and web-based education and entertainment solutions. The 2010 Pre-Vent Feeders International Equestrian Festival presented by HRTV (September 25 - October 10, 2010), is a Horse Capital Productions event sponsored by Pre-Vent Feeders, HRTV, Active Interest Media, ABC-36 television, The UPS Store, Nutrena, Hollywood Casino, Bayer Animal Health, Martin Collins International, Spoga Horse, Kraft Brothers Inc., Segway of Paducah and Julie Goodnight, with partnerships including Eastern Kentucky University and the Kentucky Horse Council, and support from Horse Radio Network. Horse Capital Productions, which also runs the Kentucky horse farm tours online ticketing system [www.HorseCapitalTours.com](http://www.HorseCapitalTours.com), is based in Lexington, the heart of Kentucky bluegrass horse country, and operates under the philosophy of doing what is right for the horse, the*

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*community and the sport of horses. Horse Capital Productions, LLC and the International Equestrian Festival are not sponsors or affiliates of the 2010 Alltech World Equestrian Games.*

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