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**Jersey Fresh International Retains Classic Communications
as Marketing and Public Relations Agency**
Respected Equestrian Firm to Help Continue Event's Growth and Development

Allentown, NJ – January 15, 2016 – The Jersey Fresh International Three-Day Event (JFI) is excited to announce that it has retained Classic Communications as its marketing and public relations agency.

In its 14th year, JFI has become one of the most influential international three-day events in the United States. Highlighted on the calendar by the sport's leading competitors, JFI has been instrumental in the Olympic and World Equestrian Games qualifying selection process for the United States and Canada. The 2016 Jersey Fresh International Three-Day Event will be held at the Horse Park of New Jersey, May 11-15, and will be a qualifying selection trial for the 2016 Summer Olympic Games in Rio de Janeiro, Brazil.

"Retaining Classic Communications is another important step forward for the Jersey Fresh International Three-Day Event," said Dan Wunderlich, Chair of the JFI Organizing Committee. "Classic's experience in promoting international equestrian events at the highest level will help us continue our efforts to elevate our event and establish it as a world-class event with strong appeal to competitors, spectators and sponsors."

*Buck Davidson and Ballynoe Castle RM
("Reggie") on their victory gallop after
clinching the CCI*** win at JFI 2015.*



Shannon Brinkman Photo

Classic Communications has been at the forefront of promoting equestrian sports since 1978. Now entering its 19th year overseeing media and public relations for the Rolex Kentucky Three-Day Event, America's only Four Star three-day event, Classic represents several of the country's premier equestrian events including the Fair Hill International and Great Meadow International three-day events, in addition to such show jumping competitions as the Hampton Classic, Lake Placid Horse Shows and Las Vegas National Horse Show, to name a few. Classic's international experience includes overseeing and managing media for the last eight FEI World Cup Finals held in the U.S., as well as the 2010 FEI World Equestrian Games in Lexington, Kentucky.

Marty Bauman, President and Owner of Classic Communications, welcomes the opportunity to work with the Jersey Fresh International Three-Day Event. "Classic Communications is thrilled to join the JFI team and to do what we can to help take the event to the next level," he said. "The event has always attracted a world-class field of competitors and it has been a significant event on the U.S. eventing scene. We look forward to doing what we can to help expand interest among spectators and sponsors."

The Jersey Fresh International Three-Day Event/Horse Park of New Jersey is a 501(c)(3) Not-For-Profit, Charitable and Educational organization that relies on sponsors, volunteers and members to sustain operations. Further information about JFI is available at www.jfi3d.com. Further information about the Horse Park is available at www.horseparkofnewjersey.com.