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**The 2016 Jersey Fresh International Three-Day Event Re-boots Trade Fair!**  
*Expanded Trade Fair moves to prime location*

Allentown, NJ – April 13, 2016 – With just weeks to go until the Jersey Fresh International Three-Day Event returns to host qualifying selection trials for the 2016 Land Rover U.S. Eventing Team destined for this year’s Summer Olympic Games in Rio de Janeiro, Brazil – the JFI Organizing Committee has provided a glimpse of even more exciting developments afoot at the Horse Park of New Jersey. Building on well-received changes that debuted last year, JFI continues to shake things up by giving the Event’s Trade Fair a whole new look and location for 2016. Spectators will be able to enjoy days of exciting competition, May 11-15, while not missing a minute of great shopping opportunities!

The 2016 JFI Trade Fair is being re-located to a new area – putting it right at center of this year’s action! The Trade Fair will be situated uphill from the Horse Park’s Grand Prix Arena, where – once again – spectators can take in all phases of the internationally recognized competition, including Dressage, Cross-Country and Show Jumping, and enjoy the amenities provided by the Arena-sited JFI VIP “Member” Tent.



JFI 2015 CCI3 winner Buck Davidson and Ballynoe Castle RM high-fives fans during their victory gallop. Photo Credit: Shannon Brinkman

“It was time to rethink the location and set-up of the Trade Fair from prior years,” said Dan Wunderlich, Chair of the JFI Organizing Committee. “JFI has evolved into one of the most recognized three-day events in the county. We are committed to having all aspects of our event be first-class and, by moving the Trade Fair to a prime and more accessible location, we are assuring that everyone can enjoy a wide range of experiences amidst the excitement of the competition.”

On the other side of the Trade Fair, attendees will have views of JFI's world-class Cross-Country Course, designed by Olympian John Williams. This year, Williams has directed the course track to actually run through a portion of the Trade Fair (HEADS UP!) as it drops down into the Grand Prix Arena, providing every attendee an opportunity to shop, sample, experience and learn without missing any of the thrills JFI has to offer – every day of competition.

This year's JFI Trade Fair includes several returning and many new vendors offering a wide array of products and services that will appeal to equine enthusiasts, competitors, veterinarians, and the "non-equestrian" crowd. Attendees will be able to peruse vendors such as the Trade Fair's anchor for 2016, the popular New Jersey-based Horsemen's Outlet, as well as New Jersey's own AB Tack and Saddle, The Fabulous Horse (equestrian wear), Inkstables (equestrian hosiery) and Petal and Stone (handcrafted jewelry). Other exciting additions to the JFI shopping experience include County Saddlery's custom offerings, Dubarry's ever-popular boots and apparel, Actistatin, Devoucoux, Koldare Designs by Joey Burtaine, Preppy Player, Quilted Horse Designs, Svetlana Designs and Tempi Design Studio.

Good-tasting treats will be found at Pretzelphoria and Saucy Sue's Sauces, as well as the latest in equine care and health trends at Furlong's Soundness Center, Vitafloor and the Equine Management Training Center. These and many more vendors provide ample opportunities to check off your to-do list for that special Father's Day and graduation gift.

JFI invites spectators to enjoy a fun and action-packed weekend not only watching Olympic Veterans and future Olympians compete at a world-class level, but also partaking of unique shopping and entertainment offerings. Spectators can also participate in tailgating during the Cross-Country Phase of the competition, hat decorating contests, children's activities and so much more!

Admission to JFI and the Horse Park of New Jersey is free on Wednesday, May 11 (first Jog); Thursday, May 12 (dressage phase, day one); and Friday, May 13 (dressage phase, day two). General admission tickets for Saturday, May 14, and Sunday, May 15, are available at the gate for \$10 per person; Children under 12 years old are admitted free of charge, as are 4-H and FFA members (with ID), Pony Club members (with pin), and military members and their dependents (with ID). Seniors 65 years and older are admitted at a discount of \$5 per person. General Admission does not include admission to VIP/pre-reserved tents or pre-reserved tailgating spots. More information about tailgating and VIP/JFI Member packages is available online.

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](http://www.jfi3d.com). Further information about the Horse Park is available at [www.horseparkofnewjersey.com](http://www.horseparkofnewjersey.com).