



FOR IMMEDIATE RELEASE

Jersey Fresh International Three-Day Event Announces Expansion of Cross-Country Venue

Course Will Utilize Additional Acreage for All Competition Divisions

Allentown, NJ – August 4, 2016 – The JFI Organizing Committee is pleased to announce that – following long-running negotiations with State, county and local entities responsible for the land encompassing the Horse Park of New Jersey – the Jersey Fresh International Three-Day Event (JFI) will expand competition access to additional acreage abutting its present Cross-Country courses.

The area has most recently been available to JFI for competitor hacking during the Event but will now be readied for 2017 competition. The arrangement making this property available is intended to be a precursor of longer-term plans to obtain additional space for future events. These accommodations also represent an essential coming together among local land interests, governmental authorities, JFI and the Horse Park of New Jersey to ensure ongoing responsible land usage in concert with recreational application.

The expansion of JFI's CCI and CIC Two- and Three-Star-Level Cross-Country tracks is also a next step in the JFI Organizing Committee's ongoing efforts that continue to enhance competitor and spectator experience at this high-profile, internationally recognized competition – often a qualifying must-attend for aspiring Olympic and World Equestrian Games Team members. JFI 2016, which was held May 11-15, was the final qualifying selection event for the Land Rover U.S. Eventing Team that will compete in the Summer Olympic Games in Rio de Janeiro, Brazil, just days away.



JFI 2016 CCI*** Winners Ryan Wood and Powell

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“The last two years have seen enormous changes at JFI,” says Dan Wunderlich, Chair of the JFI Organizing Committee. “Once again we move forward, bringing the next stages of our vision for the Event to fruition by focusing on developing additional prime acreage generously made available for future Cross-Country competition.”

Plans, both immediate and long-range, for expansion of JFI's competition venue build on similar efforts that resulted in the spacious “Evanko Field” and other terrain elements becoming

exciting additional sections of the Event's Cross-Country courses over the past several years – increasing competitor challenge and spectator vantage points, including JFI's extremely popular tailgating sites

JFI 2017 will take place May 10-14 of next year, marking the Event's 15th year anniversary. The Jersey Fresh International Three-Day Event is administered by the Horse Park of New Jersey, 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.