



FOR IMMEDIATE RELEASE

Both Equine and Canine Prepare to “Hoof It” Around Cross-Country at 2017 Jersey Fresh International Three-Day Event

FlyPups, Inc. Will Join In JFI 2017 Action as a Charitable Partner

Allentown, NJ, February 24, 2017: It is with great excitement that the Jersey Fresh International Three-Day Event Organizing Committee welcomes FlyPups, Inc., to participate in the competition’s 15th anniversary festivities taking place at the Horse Park of New Jersey, May 10-14.

FlyPups, based in Pottersville, NJ, transports dogs from desperate situations to no-kill shelters and foster situations where they can be nurtured and prepared for placement in forever homes. FlyPups’ focus on using aircraft to deliver dogs distinguishes the organization’s operations. Often the animals being transported, while safe to travel, have been through circumstances rendering them fragile – and the stresses of a lengthy road trip could further compromise their physical and emotional health. Bringing these dogs safely and efficiently to those prepared to welcome and give them new lives is at the heart of FlyPups’ mission.

FlyPups is also honored to collaborate in the transportation of dogs trained to aid U.S. Veterans, partnering with local nonprofits that provide companion and service dogs to soldiers who have bravely served. In addition, FlyPups stands ready to deliver aid and relocate dogs after natural disasters.



FlyPups’ volunteers Buck Davidson, Matt Kiener and Jess Kiener with dogs being transported from Florida to New Jersey, where each dog would spend the night in a loving foster home while adoptions are finalized.

As part of JFI’s schedule of events this year, FlyPups will hold a 5K run, as well as a 1K fun walk to benefit the organization’s operations on Sunday, May 14, at the Horse Park of New Jersey. Athletes, spectators and families are welcome to experience a unique perspective of spring in the New Jersey countryside as they run or walk around JFI’s Cross-Country Course, which will feature many awe-inspiring jumping challenges negotiated by horses and riders during the previous day’s competition. The morning run will take place prior to the start of the final, Show Jumping phase of competition – at the center of the Horse Park grounds. The fun walk is currently anticipated to start and finish amidst the day’s excitement and awards ceremonies.

Participants in either the run or walk, at any level of experience, are encouraged to bring along their canine partners. “This unique and beautiful venue allows us to combine both equine and canine activities in a fun and family-friendly setting – all to enjoy and benefit our four-legged best friends,” notes Matthew Kiener, Founder and Chairman of FlyPups. “We are honored by the recognition and support being given to us by JFI and the surrounding community.”

It is worth noting that Matt is joined in his amazing efforts with FlyPups by a dedicated team including his wife, Jessica Kiener, an upper-level Eventing competitor and trainer – most notably of rescued off-the-track thoroughbreds; as well as Buck Davidson, accomplished international Eventer and U.S. Equestrian Team member. Both Jessica and Buck have competed at JFI, Buck having won at several division levels over the years. Further information about FlyPups, Inc. – a 501(c)(3) non-profit that relies on donations to complete its missions – can be found at www.flypups.org.

“As this venerable Eventing competition has grown and become increasingly important over its first 15 years, we continue to seek ways to give back to those that have tirelessly supported us,” says Dan Wunderlich, Chair of the JFI Organizing Committee. “Working with a partner such as FlyPups, whose mission of rescuing among the neediest of our four-legged companions, holds special meaning for many in the equine community – and beyond – opening up new ways for everyone to enjoy the competition and venue.”

The 2017 Jersey Fresh International Three-Day Event will take place May 10-14 at the 185-acre Horse Park of New Jersey – a premier venue that draws top equestrian competitors across a multitude of disciplines. Marking its 15th anniversary this year, JFI has become one of the most influential international three-day events in the United States. A must-attend by the sport's leading athletes, JFI has historically helped determine both United States' and Canadian World Equestrian Games and Pan Am Games Teams and, in 2016, JFI was proud to be – once again – a qualifying selection event for the U.S. Eventing Team that competed in the Rio de Janeiro Summer Games.

JFI invites all to join us for a fun and action-packed weekend, not only watching equestrian sports' most exciting riders and extraordinary horses compete at a world-class level, but also partaking of unique shopping and entertainment offerings. On Thursday and Friday, horses and riders display their talents in Dressage. Excitement is high on Saturday for the competition's Cross-Country phase, and Sunday will feature Show Jumping and mounted awards ceremonies. Our annual Trade Fair offers equestrian and non-equestrian products from an ever-expanding roster of high-quality vendors and food trucks, all up-close to the competition action. In addition, spectators can participate in tailgating on Cross-Country Saturday or simply picnic and walk in the Horse Park's beautiful setting where special activities will be available for children. Additional details regarding 2017's schedule of events will be posted and updated at www.jfi3d.com in the coming weeks.

The Jersey Fresh International Three-Day Event is administrated 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 of New Jersey is available at www.horseparkofnewjersey.com.

Contact:

Lisa Mackintosh
Jersey Fresh International Three-Day Event
ljmackintosh@earthlink.net
201.838.5164