



FOR IMMEDIATE RELEASE

## **One Month and Counting Down to Start of Competition at the 2017 Jersey Fresh International Three-Day Event**

### ***Changes in Store at the “Jersey Shore,” and More – May 10-14!***

**Allentown, NJ, April 10, 2017:** One month from today, the 15<sup>th</sup> annual Jersey Fresh International Three-Day Event kicks off with the First Horse Inspection, scheduled for the afternoon of May 10<sup>th</sup>. The Horse Park of New Jersey is abuzz with preparations, and competitors, sponsors, vendors, volunteers and spectators can expect many exciting changes again this year – in keeping with the upward trajectory of developments and enhancements put into place at JFI over the past several years.

Among the most anticipated happenings, quickly approaching at this year’s JFI, are alterations to the competition’s cross-country course being laid out by Course Designer, Captain Mark Phillips, and Course Builder, Morgan Rowsell. With previously announced access to additional property adjacent to the traditional venue, Captain Phillips is making full use of the acreage to improve the flow of the course and give both riders and horses a different look and feel in 2017, with plans to up the ante further over the coming two years.



*Major alterations at JFI’s famous “Jersey Shore” are among the highlights of this year’s highly anticipated competition and festivities, which get underway May 10<sup>th</sup> and run through May 14<sup>th</sup>.*

This May, returning riders and spectators, alike, will also notice a major “facelift” at the principal water complex located adjacent to the Horse Park’s Grand Prix Arena – widely known as the “Jersey Shore.” The complex’s central island, originally a component of a long-removed bridge structure, had been utilized only sporadically at JFI and upper-level horse trials and was not suitable for lower-level Eventing or other competition disciplines. With broad local support and much hands-on participation, in the matter of a few days, the island underwent a significant transformation that will allow greater flexibility to course designers for both Eventing and competitive Driving options at the water complex. We cannot reveal what – precisely – is in the works for this year’s JFI Cross-Country day challenge on Saturday, May 13, but competitors, tailgaters and spectators are surely in for some great riding!

For the third consecutive year, JFI is honored to welcome back B.W. Furlong & Associates of Oldwick, NJ, as the Event’s Presenting Sponsor, supporting CCI\*\*\* and CCI\*\* Division competition, riders, owners and horses. B.W. Furlong & Associates – a founding partner of JFI and strong proponent from its very beginnings – remains one of North America’s premier equine veterinary practices, providing multi-dimensional clinical and ambulatory services to clients throughout the northeast and mid-Atlantic regions. Satellite offices are located in

Wellington and Ocala, Florida, and Middleburg, Virginia, extending the reach of B.W. Furlong & Associates' exceptional care of sport, show and pleasure horses. In addition, the practice's Equine MRI of NJ, Furlong's Soundness Center, and partnership with Advanced Equine Imaging of Wellington allow clients unparalleled access to the latest in diagnosis, treatment and rehabilitation.

Stepping up its involvement with JFI in 2017, leading global animal health company Zoetis will support the Event's CIC\*\*\* and CIC\*\* competition, riders, owners and horses as newly recognized Division Sponsor. Like B.W. Furlong, Zoetis proudly proclaims its 60-plus-year New Jersey heritage, from which the company has grown to a multi-billion dollar revenue-generating entity with over 9,000 colleagues and a presence in more than 100 countries. Today, Zoetis discovers, develops, manufactures and commercializes a diverse portfolio of animal health medicines and vaccines designed to meet the real-world needs of veterinarians and the livestock farmers and companion animal owners they support.

In addition, Merial – recently acquired by Boehringer Ingelheim, one of the world's 20 leading pharmaceutical companies – returns to JFI in 2017 as sponsor of the Merial Members Tent, providing VIP accommodations to this year's competitors throughout the Event. Merial, a major international presence in animal health and pioneer of many game-changers in veterinary medicine, provides a comprehensive range of pharmaceutical products, biological vaccines and wellness products – including education and online tools – covering a wide array of animals.

Horseflight, a leader in global equine air transportation, and Sponsor of this year's Competitor Dinner and Celebration; County Saddlery, an Awards Sponsor of the CCI\*\*\* Division; Applewood Farm & Friends; Hampton Inn; and Panek's Golf Car Service Co. round out major sponsorship participants at this year's JFI.

JFI 2017's Trade Fair returns, once again centrally located amidst all the competitive action, with an even greater number and broader range of participants than ever. Shoppers and browsers will find a wide array of products and services that will appeal to equine enthusiasts and competitors, with much to appeal to the non-“horsey” crowd, as well – even offering a great opportunity to pick up that perfect last-minute Mother's Day gift!

Anchored by the very popular Horsemen's Outlet, and including other top-of-the-line equestrian outfitters including County Saddlery, Devoucoux and Dubarry of Ireland, this year attendees at JFI can find out more about emerging energy solutions from Genie Solar Energy, high-quality hay and bedding alternatives from M&N Hay Sales, and the latest in equine care and health trends at Furlong's Soundness Center. Fashionistas of all ages will not be left out with fabulous offerings from – of course – The Fabulous Horse, Kizmet Yogawear, The Posh Pony Boutique, TIKI, and creative .aym. and Rustica Jewelry. And procrastinators can relax when they find what will make Mom, or someone else smile at Lilla Rose – Good and Perfect Gifts, Preppy Player and Roz Potz.

Rudy's Café makes its always highly appreciated return to JFI this year, heading up a tasty troupe of food trucks including Hawaii Husky's organic shave ice, Jonnie G's burgers and comfort food, Maddalenas Cheesecake Co.'s to-die-for desserts and The Tasty Trolley's unique mix of boardwalk-style eats and gourmet Southern Italian specialties.



*Shannon Brinkman Photo.*

Sunday, May 14, will be jam-packed with first-class equestrian competition and family fun as JFI 2017 culminates with a full day of Show Jumping and Awards Ceremonies. Before the horses begin to fly over those jumps, however, everyone is invited to join and support JFI's 2017 Charitable Partner, FlyPups, Inc., as they host a fund-raiser 5K Run over the same course tackled the day prior by galloping steeds and fearless riders. Then, later in the day, anyone and everyone – along with their best-behaved canine companions - are encouraged to take part in FlyPup's and Zoetis' 1K Fun Walk around the JFI show grounds, culminating in a pooch and people party in the center of the Grand Prix Arena during “a paws in the competitive action.”

A most worthy effort and cause, 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.

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. 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. 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, including Breyer® horse craft painting projects on Saturday, May 13, and pony rides, Saturday and Sunday. Additional details regarding 2017's schedule of events are posted and updated at [www.jfi3d.com](http://www.jfi3d.com).



*Shannon Brinkman Photo.*

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

Contact:

Lisa Mackintosh  
Jersey Fresh International Three-Day Event  
[ljmackintosh@earthlink.net](mailto:ljmackintosh@earthlink.net)  
201.838.5164