

# Keeneland: A Leader in the Thoroughbred Industry

Keeneland was created, as outlined by its founders in the original prospectus, to be “a model race track to perpetuate and improve the sport and to provide a course that is intended to serve as a symbol of the fine traditions of Thoroughbred racing.”

Toward that mission, revenues from Keeneland’s racing and sales operations are reinvested in the horse industry, funding purse money for the track’s world-class racing program and supporting innovative marketing and research initiatives in the areas of equine safety and welfare that benefit all breeds and disciplines of horses.

## Forefront of Safety and Welfare

The safety of its human and equine athletes along with the integrity of its racing and sales operations are priority No. 1 at Keeneland.

**NTRA Safety & Integrity Alliance Accreditation:** Keeneland was among the first race tracks in North America to earn accreditation by the National Thoroughbred Racing Association’s Safety & Integrity Alliance in 2009. Since then, Keeneland has been fully re-accredited every two years, most recently in the fall of 2017.

Alliance certification standards address an extensive list of safety and integrity concerns within six broad areas: injury reporting and prevention; creating a safer racing environment; aftercare and transition of retired racehorses; uniform medication, testing and penalties; safety research; and wagering security.

**Use of Technology to Maintain a Safe, Consistent Racing Surface:** Keeneland is committed to advancing knowledge and providing the most consistent dirt and turf racing surfaces in the industry.

Keeneland features a 1 1/16-mile dirt track, 7½-furlong turf course and five-furlong all-weather training track. The main racing surface was converted from all-weather to dirt during the summer of 2014 and opened for racing at the 2014 Fall Meet. (See page 31.)

Keeneland’s dirt track is one of the most extensively researched in North America. Keeneland employs GPS-enabled equipment to measure moisture content, track consistency and other variables that can alter the performance of the surface. The GPS works in concert with receivers mounted on the equipment to determine track position and consistency. The data collected is a valuable tool in making the track as safe as possible for horse and rider.

Keeneland uses this technology in consultation with the industry’s most knowledgeable experts, led by Dr. Mick Peterson, Director of the University of Kentucky’s Ag Equine Program and co-founder of the Racing Surfaces Testing Laboratory. Dr. Peterson and Keene-



Dirt Racing Surface

land officials review the track’s dirt and turf course prior to the start of each meet. Additionally, daily measurements are recorded for both racing surfaces and complete electronic records are maintained and reviewed by Dr. Peterson.

Detailed reports on the dirt track and turf course are shared with the public every race day via Keeneland.com. For the dirt track, information includes maintenance performed after the previous day’s races and morning training hours as well as maintenance scheduled to occur between that day’s races. For the turf course, information includes height of the grass and placement of the inside rail. Data also includes rainfall measurement from the previous day.

Through the data gathered, Keeneland both defines the state of the art and contributes to a national dialog among major North American race tracks about best practices in track maintenance.

**Installation of the Mawsafe Turf Rail:** Keeneland replaced its inside turf rail with a Mawsafe safety rail in 2016.



Mawsafe Turf Rail

The unique flexibility of the Mawsafe rail makes it safer than existing solid pipe construction for horse and rider. The major safety feature is the horizontal PVC rail that will absorb the impact of a horse and rider. The rail is designed to spring and bend similar to the ropes around a boxing ring, flexing under the weight of the horse to allow the rider to guide his mount back onto the turf course.

Central to the rail design are innovative “kick out” uprights. Each upright has a pivotal connection to the rail and a slip-free connection to the base plate. The design allows the upright to swing away should a fallen rider hit it. Upon impact, several uprights can slip free without losing the integrity of the railing.

The rail’s metal base is below ground level – another safety first – so neither horse nor jockey is in danger of striking steel at high speed.

**Setting Standards in the Racing Industry:** As an industry leader in the development and funding of innovative safety and integrity initiatives, Keeneland:

- In 2008 created and launched – in association with the Jockeys’ Guild, The Jockey Club and Lexington physician and Keeneland Medical Director Dr. Barry Schumer – the Jockey Health Information System™. This technology enables emergency personnel at race tracks throughout North America to immediately access a jockey’s updated medical history in the event of an injury.
- Beginning with the 2017 Fall Meet, jockeys at Keeneland are required to complete a baseline concussion assessment prior to being allowed to ride. Keeneland is among the first race tracks in the U.S. to establish concussion management and re-

turn to participation protocol. The proactive move is part of a pilot project between the Jockeys' Guild and the University of Kentucky, funded by a number of Thoroughbred industry organizations. Initially conceived by Keeneland Medical Director Dr. Barry Schumer and now overseen by Carl Mattacola, PhD and Associate Dean, UK College of Health Sciences, the protocol was developed over several years, and guidelines were assessed and approved by the Jockeys' Guild Board of Directors.

- Is a founding partner of the Grayson-Jockey Club Research Foundation's Kentucky Initiative, dedicated to building on traditional support throughout Kentucky for research to advance equine health and welfare.
- In 2018, Keeneland again will host the Welfare and Safety of the Racehorse Summit, coordinated and underwritten by the Grayson-Jockey Club Research Foundation and The Jockey Club. The summit brings together representatives from the breeding, racing and veterinary aspects of the industry to discuss important topics. Among the major accomplishments to come out of previous summits are the Equine Injury Database, Racing Surfaces Testing Laboratory and a uniform trainer test and study guide.
- Uses a state-of-the-art safety padding system, Best Pad Safety Solutions, to provide added protection for horse and rider in the starting gate.

**Support of the Thoroughbred Aftercare Alliance:** In February 2012, Keeneland joined the Breeders' Cup and The Jockey Club to establish the Thoroughbred Aftercare Alliance (TAA), a nonprofit organization that helps ensure former racehorses receive a high quality of life.

The alliance, based in Lexington, is an accrediting body for facilities that work with retired Thoroughbreds and a fundraising body to support them.

Keeneland's Thoroughbred sales provide substantial funding for the TAA. Consignors may contribute .05 percent of their total sales and buyers may contribute .05 percent of their total purchases to the TAA. Additionally,

Inspired by Keeneland's tradition and culture, The Keeneland Shop conveys a timeless racing-inspired lifestyle through carefully curated wears, unique gifts and classic furnishings.

Located near Keeneland's Grandstand South entrance, The Keeneland Shop offers an impressive collection of equestrian-influenced merchandise, including branded and distinctive apparel from Barbour, The Beaufort Bonnet Company, Draper James, Ralph Lauren, Crittenden, Southern Proper and more.

The in-store Peter Millar Crown Shop has an extensive selection of specialty menswear perfect for a day at the races or in the office. In the spring, The Keeneland Shop is the premier location to find the perfect Kentucky Derby hat, with offerings from Christine Moore Millinery, Formé Millinery and Dorfman Pacific.

The flagship location adjacent to Keeneland's Paddock is open Monday

## The Keeneland Shop



through Saturday from 9 a.m. to 5 p.m. ET with extended hours during race meets and horse sales. Special events during racing season include the expanded Milliners Corner with noted milliners as well as meet and greets with artists and author signings. Information about special events can

be found at [Keenelandshop.com](http://Keenelandshop.com) and via social media by following @shopkeeneland on Facebook, Instagram and Twitter.

The Keeneland Shop also has a 400-square-foot satellite store at The Lexus Store in Lexington with similar merchandise as the on-track location. The hours of the Lexus location are Monday-Friday from 10 a.m.-5 p.m. and Saturday from 10 a.m.-3 p.m.

For a virtual shopping experience anytime, customers may shop at [Keenelandshop.com](http://Keenelandshop.com) to find a great collection of Keeneland- and equine-inspired merchandise.

Keeneland contributes .05 percent of the total purchase dollars for each sale.

On the racing side, Keeneland partners with Churchill Downs and the Kentucky HBPA to enable Kentucky HBPA members to contribute voluntarily \$5 to the Alliance for each of their horses that start in races at Keeneland and Churchill. The two tracks pledged to match each contribution generated in their respective races.

In 2017, Keeneland and horsemen partici-

pating in its sales and racing operations contributed approximately \$526,400 to the TAA.

**Backing of Horse Industry Organizations:** Keeneland provides valuable financial assistance to support the work of various equine-related organizations that encompass research, health and safety, marketing and promotion, charitable, and educational efforts.

## Keeneland Select

Keeneland Select, Keeneland's official online betting site ([Keenelandselect.com](http://Keenelandselect.com)), enables horseplayers to watch and wager on live racing from tracks around the world. Players enjoy easy-to-use platforms on both computers and mobile devices while being part of a rewards platform that is second to none for any level of player.

Launched in August 2011, Keeneland Select is dedicated to the player and the sport, returning a portion of its profits to the Thoroughbred industry through increased race purses, support for player initiatives, better player rewards and more.

Keeneland Select also presents two Keeneland races: the \$150,000 Beaumont (G3) in April and the \$150,000 Woodford (G2) in October.

