

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 5-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 (page 32).

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.



Dirt Racing Surface

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 Keeneland 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.



Mawsafe Turf Rail

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.

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 return 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.
 - Keeneland plays host to 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



Established in 2012, the Keeneland Kids Club is the Official Kids Club for Keeneland fans 12 and younger. The Keeneland Kids Club encourages members to take an interest in Keeneland and the horse industry and offers philanthropic opportunities for them to support Central Kentucky.

Kids Club members receive a membership pass; a birthday card from Kids Club mascot Buckles; and invitations to these exclusive Kids Club events:

- Easter Egg Hunt** on the lawn near the Keene Barn & Entertainment Center with proceeds benefiting God's Pantry Food Bank. Participants are encouraged to donate food items for area residents facing hunger.
- Kids Club Corner** on the lawn near the Keene Barn & Entertainment Center with proceeds benefiting God's Pantry Food Bank. Participants are encouraged to donate food items for area residents facing hunger.
- Kids Club Family Day** on the lawn near the Keene Barn & Entertainment Center with proceeds benefiting God's Pantry Food Bank. Participants are encouraged to donate food items for area residents facing hunger.
- Kids Club Holiday Party.** The event, held at the Keeneland Sales Pavilion, benefits The Nest, a nonprofit in Lexington that assists women, children and families in crisis. In 2018, Kids Club members collected more than 1,000 toys for The Nest.

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 designed to accredit, inspect and award grants to approved aftercare organizations that retrain and rehome Thoroughbreds following their racing careers.

Through its racing and sales contributions programs, Keeneland donated more than \$300,000 to the TAA in 2018. Over the past five years, Keeneland has contributed more than \$1.4 million 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), 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.

