



FOR IMMEDIATE RELEASE

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Daily Racing Form Announces "Thoroughbred Aftercare Alliance Magazine"
Custom Publication with 100% of costs underwritten by sponsor and donor support

New York, NY (April 29, 2015) *Daily Racing Form* in conjunction with the Thoroughbred Aftercare Alliance (TAA) will be publishing a new annual Magazine to increase awareness of the TAA's mission and its ongoing efforts to support Thoroughbred Aftercare on a national level and in Canada. The inaugural Magazine will be published on October 15, 2015, and distributed throughout Lexington, Ky., in advance of the Breeders' Cup at Keeneland Race Course. 100% of costs will be underwritten by sponsor support.

The Thoroughbred Aftercare Alliance Magazine, produced by *Daily Racing Form*, will be approximately 80 color pages and highlight each of the TAA-Accredited organizations. There are currently 42 accredited organizations and over 20 more have recently submitted applications for acceptance. The magazine will include articles on the TAA, its mission, and how it is funded by multiple sources with a low general and administrative overhead of only 7.2% of the annual budget. It will recognize the many industry contributors that are sharing the responsibility of providing safe landing spots for these retired athletes. Readers will be treated to several off-the-track Thoroughbred success stories from around the nation - from sanctuary horses to rehabbed horses that have been re-homed and have had a successful second career. Potential adopters will also learn about retraining an OTTB by a panel of equestrian experts.

"Part of our mission for 2015 is to get the message out on what we are doing at the TAA," said Jimmy Bell, President of the TAA. "What better way to inform, share and educate the public than to collaborate with the *Daily Racing Form* to give real insight into what we are accomplishing. There are so many great success stories that need to be shared and so many initiatives that need to be highlighted and supported. This new communication platform will be of great benefit to us all."

"We are proud to support the TAA in such a meaningful way," said John J. Hartig, CEO, *Daily Racing Form*. "The TAA is tackling an important issue, to make sure that the Thoroughbreds that race for our entertainment and livelihoods are provided a safe and comfortable place to continue their lives after their racing days end. We salute those on the front lines at each of the TAA-accredited organizations and are happy to provide this marketing tool that will showcase the great progress being made every day."

To secure a full page advertisement in this publication, please contact *Daily Racing Form's* VP of Advertising, Jeff Burch at jburch@drf.com or 212-366-7650 or TAA's Danielle Nichter, at dnichter@thoroughbredaftercare.org or (859) 224-2743.

ABOUT DAILY RACING FORM

Daily Racing Form, "America's Turf Authority since 1894" for Thoroughbred racing horseplayers and professionals throughout North America is the Thoroughbred industry's dominant multi-channel media company. Launched in 1894, *Daily Racing Form* is the only daily newspaper in the U.S. dedicated solely to the coverage of a single sport, publishing up to 2,000 unique pages of statistical and editorial copy every day, in as many as 20 daily editions, 364 days a year. Its companion website, www.DRF.com is the most heavily-trafficked horseracing destination, providing players with the most extensive news coverage in racing, interactive past performances, exclusive handicapping tools, and access to DRF Bets™, America's fastest growing online and mobile wagering platform. Additionally, *Daily Racing Form* publishes *DRF Harness Eye*, the daily newspaper and digital content for Standardbred racing since 1964, offering news, handicapping products, and online wagering functionality specifically for Harness players. In 2012, *Daily Racing Form* introduced *DRF Breeding*, a business dedicated to serving the Breeding industry, bringing expanded coverage and tools to horseplayer and breeding enthusiasts alike.

ABOUT Thoroughbred Aftercare Alliance

Based in Lexington, KY, the TAA is a 501(c)(3) non-profit organization designed to serve as both an accrediting body for aftercare facilities that care for Thoroughbreds following the conclusion of their racing careers, and a fundraising body to support these approved facilities. Funded initially by seed money from Breeders' Cup, Ltd., The Jockey Club, and Keeneland Association, the TAA is comprised of and supported by owners, trainers, breeders, racetracks, aftercare professionals and other industry groups. In 2013, TAA awarded \$1,000,000 to 23 accredited organizations and gave out an additional \$2,400,000 to 42 accredited organizations in 2014. To learn more about TAA, visit ThoroughbredAftercare.org