

October 6, 2015

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Papa John's Pizza Teams Up with Breeders' Cup and the TAA to Support Thoroughbred Aftercare

In advance of the Breeders' Cup World Championships, to be held October 30-31, 2015 at Keeneland Race Course in Lexington, Ky., Papa John's Pizza yesterday announced a partnership with Breeders' Cup and the Thoroughbred Aftercare Alliance (TAA) to support Thoroughbred aftercare.

This unique partnership was announced today at Old Friends Farm in Georgetown, Ky., a TAA-accredited Thoroughbred aftercare organization and home to numerous equine celebrities such as 1997 Kentucky Derby winner Silver Charm and Breeders' Cup Champions Gulch, Eldaafer, and Amazombie. Executives from Papa John's, Breeders' Cup and the TAA were joined by Michael Blowen, founder of Old Friends, and Hall of Fame jockey and nine-time Breeders' Cup winner Chris McCarron, to make the announcement.

"I hope the TAA gets as much publicity from this promotion as possible so it snowballs and other companies step up to the plate to help this wonderful cause", explained Chris McCarron.

"Papa John's is honored to partner with the Thoroughbred Aftercare Alliance by offering a fundraising special during the Breeder's Cup Championship season. We visited Old Friends Farm and saw firsthand the great work they do. They take great strides in ensuring that the horses are well taken care of and enjoy their retirement years" recounted Lynn McQuillen, operations vice president of Papa John's.

Jimmy Bell, president of the TAA, also spoke during the conference saying, "The entire aftercare community, including the TAA, is excited for the opportunity to partner with Papa John's and Breeders' Cup. This special enables the Bluegrass community to come together to support these great athletes."

Beginning October 1st, go to PapaJohns.com and enter promo code TAA13 to receive One Large Two-Topping Pizza and Garlic or Cinnamon Knots for just \$13 with \$1 from each Breeder's Cup Special donated to the Thoroughbred Aftercare Alliance. This offer is valid online only at all participating Lexington & Louisville locations until 11/01/15. Papa John's is a proud sponsor of the 2015 Breeder's Cup World Championships and Thoroughbred aftercare.

Based in Lexington, Kentucky, the non-profit Thoroughbred Aftercare Alliance accredits, inspects and awards grants to approved aftercare organizations to retire, retrain and rehome Thoroughbreds using industry-wide funding. 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. To date, 42 aftercare organizations supporting 130 facilities across the U.S. and Canada have been granted accreditation and received funding from the TAA. To learn more about the TAA, visit www.thoroughbredaftercare.org.