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For Immediate Release  
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## South Carolina Equine Park Reports Strong Economic Impact

**Kershaw County, S.C.** – After only 3 months of operation the South Carolina Equine Park generated more than \$500,000 for the South Carolina economy.

The influx of new dollars came from four horse shows, one weekend event and one internationally acclaimed company which rented the Equine Park for 10 days.

“We knew the South Carolina Equine Park would help our State’s economy, but we never expected the impact and interest to be so strong, so quickly.” said Laura Thiel Shull. Shull chairs the South Carolina Equine Promotion Foundation – a non-profit foundation which manages the county-owned Park.

In the first five weeks, the South Carolina Equine Park has drawn local, regional, national and international groups, crossing over several equine disciplines including quarter horses, hunter jumpers, professional entertainers, bulls, cattle and more.

Since the Equine Park’s September 25<sup>th</sup> grand opening the following events have taken place:

- ★ Carolina Starz Hunter Jumper Show, September 26-27
- ★ Southern Stockhorse Association, October 23-25
- ★ Private week-long booking by international equine entertainment company, Cavalia
- ★ Monster Mash Bulls and Barrels, October 30-31
- ★ Southern Stockhorse Association, November 20-22
- ★ SCHJA Palmetto Medal Finals – December 5-6

The September grand opening weekend event kicked off the strong financial showing with a \$175,000 economic impact on the community. “Those horse owners and trainers book hotel rooms, eat in our restaurants, and buy show supplies while they are here” said John Cushman, owner of The Tack Room.

More than 220 horses participated in that opening weekend Carolina Starz Hunter Jumper event. Almost half of those horses were from South Carolina, the other half from North Carolina and one participant from Virginia.

Immediately following the opening weekend, Cavalia, an International Multimedia Equine Entertainment company spent ten days at the Equine Park. The horse show was on a layover between shows in Washington DC and Atlanta GA. Cavalia housed 58 horses at the Equine Park.

**(More)**

In October more than 4,000 people turned out for the Monster Mash Bulls and Barrels weekend. The National Bull Riding Association sanctioned event brought 46 bull riders from 11 states, 15 stock contractors from Ohio to Georgia and 25 barrel racers from all across the region to the South Carolina Equine Park. "We've received very positive feedback from contractors and contestants about this facility," said event promoter Tom Smith. "Everyone is looking forward to next year."

In November, The Southern Stockhorse Association returned for its second 2009 event since the opening at the Equine Park bringing its total economic impact to over \$100,000 for their two weekend shows.

Presently only ten available event dates remain through May 2010. Seven of those are the first seven weeks of the year which is typically slow for the equine industry, so the South Carolina Equine Park is right on track.

The South Carolina Equine Park is a 40-acre center specially designed for a full range of activities, breeds, and users, such as hunter/jumpers, quarter horses, paint horses, dressage, ranch horse shows, breed shows and youth events. The Equine Park is owned by Kershaw County and managed by the South Carolina Equine Promotion Foundation.

For more information and to get involved visit:

[www.scequinepark.com](http://www.scequinepark.com)

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