

BREEDERS' CUP OR BUST: A FUNDRAISING 'DRIVE'
In partnership with Breeders' Cup Charities

MEDIA ADVISORY
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Lexington KY – Less than 18 months after its launch, the Paulick Report (www.paulickreport.com) is excited to announce an opportunity to give back to the horse racing community. In partnership with Breeders' Cup Charities, the web-only publication run by veteran Thoroughbred industry journalist Ray Paulick will begin a BREEDERS' CUP OR BUST FUNDRAISING 'DRIVE' across the United States on Wednesday, Oct. 28, at Keeneland in Lexington, Ky. The fundraising 'drive' will raise money for Breeders' Cup Charities benefiting the Permanently Disabled Jockeys Fund and The V Foundation for Cancer Research.

"We have been blessed with enough success to be able to give back to our community," said Ray Paulick, who will be joined on the 'drive' by business partner Brad Cummings. "Not only will we have the opportunity to support our own athletes, but we will be able to raise funds for one of the top cancer research charities in the country. It's important as an industry that we show charitable leadership both inside and outside our community."

The 10-day, seven-city tour will take the Paulick Report from Lexington, Ky., to Arcadia, Calif., for the 26th Breeders' Cup at Santa Anita Park on Nov. 6-7.

"We established Breeders' Cup Charities last year in large part to participate in programs to raise money and call attention to worthy causes like the 'Breeders' Cup or Bust' drive for the Permanently Disabled Jockeys Fund and The V Foundation," said Breeders' Cup President/CEO Greg Avioli. "We look forward to Ray and Brad's excellent adventure as they drive from Lexington to Santa Anita to support these great causes."

Stopping along the way to raise money and awareness for the charities with special promotions at Keeneland, Hawthorne Race Course, Remington Park, Zia Park and Turf Paradise along with a stop at a Las Vegas sportsbook, the Paulick Report will be chronicling its journey at www.paulickreport.com.

Throughout the drive, Paulick and Cummings will be making fundraising appeals to the general public and accepting pledges on a per mile basis. A 2,835-mile trip, any amount will be welcomed whether it be a penny, twenty-five cents or a dollar per mile. Online donations will be made directly through a secured website through Breeders' Cup Charities.

Additionally, the Paulick Report is seeking individuals, businesses or charitable foundations as sponsors for each of the six segments of the drive, with 100% of the proceeds going directly to the two charities. To inquire about sponsorship opportunities, please send an email to info@paulickreport.com.

“The Permanently Disabled Jockeys Fund is an organization very close to my heart,” said Lane’s End Farm owner William S. Farish, who made a pledge of \$1 million to the PDJF earlier this year. “This fundraising drive in conjunction with Breeders’ Cup Charities and the Paulick Report is a great opportunity for members of the racing community to join me in supporting the Fund, not only to meet the day-to-day needs of our disabled athletes but to build an endowment that will provide a permanent funding source for their long-term care.”

Also supporting the drive is exclusive Thoroughbred media partner TVG, the popular national horse racing television network and account wagering service. Gerard Cunningham, president of TVG-Betfair USA, believes the fund-raising drive will be well received by TVG’s TV audience viewers and TVG.com community members. “TVG is thrilled to be partnering with the Paulick Report as the exclusive media partner for ‘BREEDERS’ CUP OR BUST’. We hope that our media coverage will encourage viewers to also donate generously to the Breeders’ Cup charities in support of two very worthwhile organizations, the Permanently Disabled Jockeys Fund and The V Foundation for Cancer Research.”

Currently, there are 63 permanently disabled jockeys that need support from the horse racing community. Often with little money to support them after their careers, the PDJF works hard on behalf of these fallen athletes to help give them as normal a life as possible after racing.

Hall of Fame jockey Ron Turcotte, who rode Secretariat to his Triple Crown victories in 1973, was paralyzed in a racing accident five years later. “It is heartwarming for me to see the positive response the Permanently Disabled Jockeys Fund has received from throughout the racing and breeding communities,” said Turcotte. “One of the goals of the PDJF is to make it self-sustaining, but attaining that goal while still reaching out and helping those in need at the present is a colossal task indeed. The fund will only get there with the support, the help and the dedication of everyone. “

For more information on the BREEDERS’ CUP OR BUST FUNDRAISING ‘DRIVE’ or to follow the ten day journey via the live blog, visit www.paulickreport.com or send an email to info@paulickreport.com.

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