



# State of Indiana Indiana Horse Racing Commission

Michael R. Pence, Governor

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## **Commission to Institute Marketing and Promotions Initiatives**

The Indiana Horse Racing Commission will focus on instituting marketing and promotions initiatives to further the horse racing industry in the state of Indiana. The Commission, already known for its strong stance on regulatory issues, doesn't plan on lessening the regulatory environment. "We're not going to do one thing to take away our integrity in this industry," stated Commission Chairman Tom Weatherwax in an earlier conversation with the Indiana Business Journal.

Chairman Weatherwax noted, "Indiana has many positive things to offer the horse racing industry, and I would like to focus on telling that story. I believe that Indiana's horse racing industry and the economic impact that it brings to our state is one of the best kept secrets in the nation." He also added that "Indiana's already home to racetracks that operate under the highest level of quality and show tremendous support for the industry and the Commission's breed development programs which provide excellent incentives for breeding horses in our great state. That being said, there is opportunity for this Industry to grow even more."

The Commission would like to continue to work with industry leaders to foster growth, as well as strengthen and build new partnerships with members of the Indiana agriculture industry, the Department of Tourism, the Indiana State Fairgrounds, and Purdue University. "There are exciting things happening in Indiana that only strengthen what we have to offer, such as the ground breaking of the Centaur Equine Diagnostic and Surgical Center in Shelbyville on Tuesday, October 20<sup>th</sup>. It will be a great addition and is another positive thing that Indiana has to offer its horse racing community. There are many of us, including former Senator Robert Jackman, Senator Luke Kenley, Centaur and the horsemen's associations that have been working for years on this and are happy to see it become a reality for Indiana."

Additional marketing efforts include continued partnerships with the racetracks and their TV partners to promote Indiana's breed development and racing programs in addition to the future implementation of a digital presence and various community outreach efforts. "We will be striving to identify and implement more opportunities and innovative ways to raise awareness and increase participation in our Indiana horse racing program," concluded Chairman Tom Weatherwax.

For additional information about the Indiana Horse Racing Commission or its program, please contact us at (317) 233-3119 or visit our website at [www.in.gov/hrc](http://www.in.gov/hrc).