

FOR IMMEDIATE RELEASE

Indiana Horse Racing Commission
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Quarter Horse Owners & Breeders Invited to Free Marketing & Advertising Seminar

On August 12, the Indiana Horse Racing Commission (IHRC) is hosting a FREE marketing and advertising seminar for all Quarter Horse stallion owners, breeders and owners to help them understand the basics of advertising. From learning how important it is to have a professional conformation photo to how to know where to aim your advertising dollars, experts in the field will help owners and breeders take a leap in growing their business.

The seminar will be held in the suites of Indiana Grand Racing and Casino in Shelbyville, Ind., in the afternoon with free refreshments. After the marketing seminar, all attendees are invited to a night of exclusive Quarter Horse racing, with first post at 6:05.

“We believe that it is the Commission’s duty to help our stallion owners, breeders and owners to get the most out of their stallions,” says Jessica Barnes, the IHRC’s Director of Breed Development and Racing. “We want to give them the tools to be successful in our program, and with this seminar, we hope to do just that.”

Topics to be covered in the seminar include:

- **Photography/Videography** – Harness the power of the perfect picture and learn why that is your farm’s first impression.
- **Advertising**—How to create an ad, set a budget, and aim that ad to get the most benefit for your small budget.
- **Social Media**—Did you know that social media is the most affordable type of marketing and how to be part of the conversation?
- **Utilizing Locale**—Have you considered hosting farm open houses for prospective breeders/owners? Inviting the neighbors to learn about your farm and horses? Getting to know your local government?

Anyone interested in attending the seminar should RSVP by August 7 by emailing QuarterHorse@hrc.in.gov .

Updates will be posted on the program’s Facebook page:
<http://www.facebook.com/indianaQuarterHorse>

You can also add the event to your Facebook events: <https://facebook.com/events/1907292586214664/>