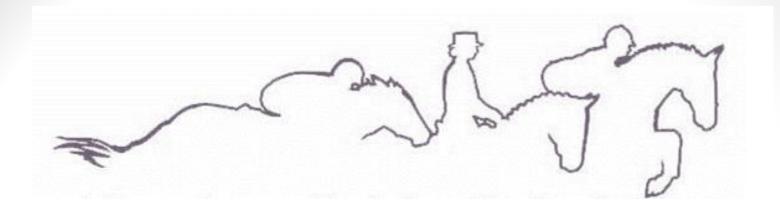
Retired Racehorse Training Project, Ltd.



Steuart Pittman

Founder and President Retired Racehorse Training Project, Ltd



Retired Racehorse Training Project, Ltd.

A 501(c)3 organization with a mission to increase demand for Thoroughbred exracehorses.

Steuart Pittman, Founder and President

www.retiredracehorsetraining.org

Why a market approach?

- Everybody who buys a horse has choices.
- Other breeds educate and market aggressively.
- We have more supply than demand.
- The farms, individuals, and organizations that train and place these horses do not have their own marketing departments or even their own network.

Who should deliver the message?

- Trainers and leaders in the sport horse world
- Thoroughbred horses themselves



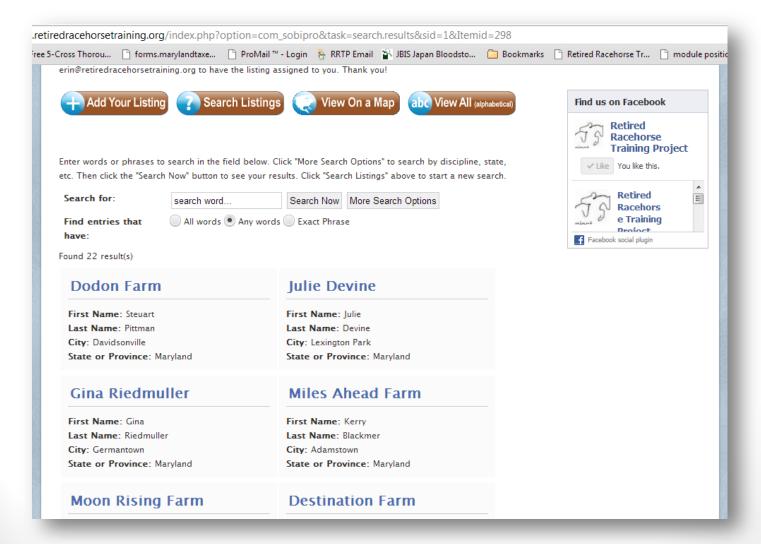
Who is the RRTP?

- Board of Directors from sport and racing
- 20,000 online followers
- 3,000 who attended Trainer Challenge
- Contributors



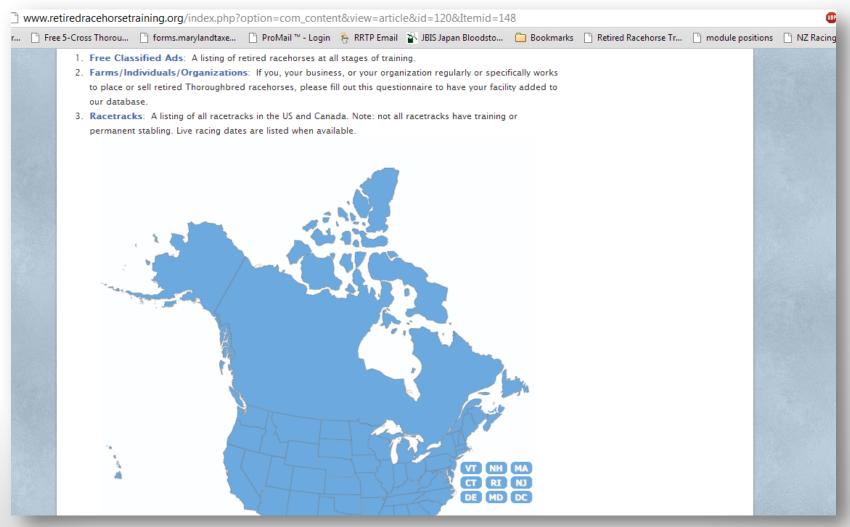
Trainer Directory

218 listings in 28 states and Canada

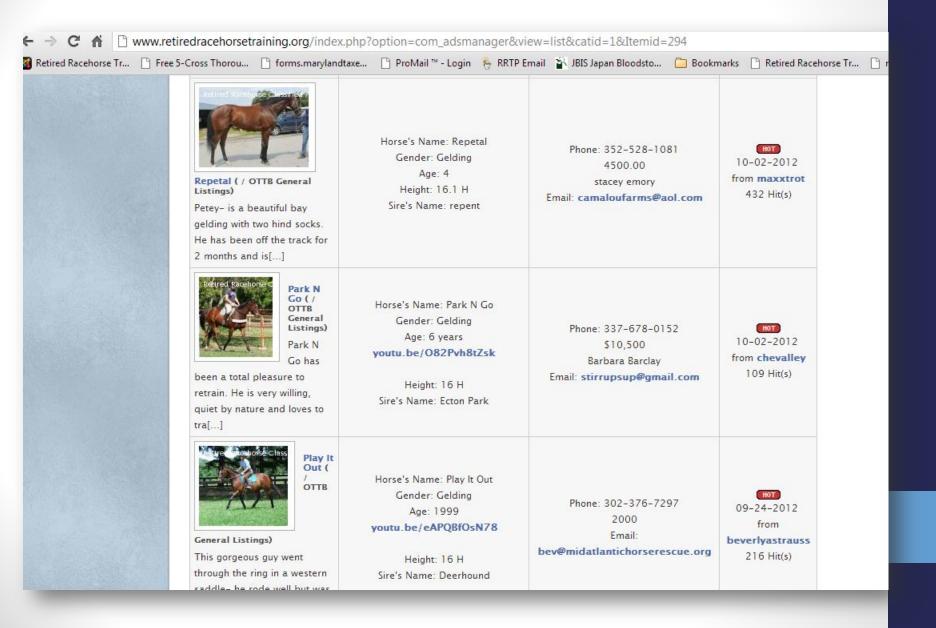


Sources for Horses

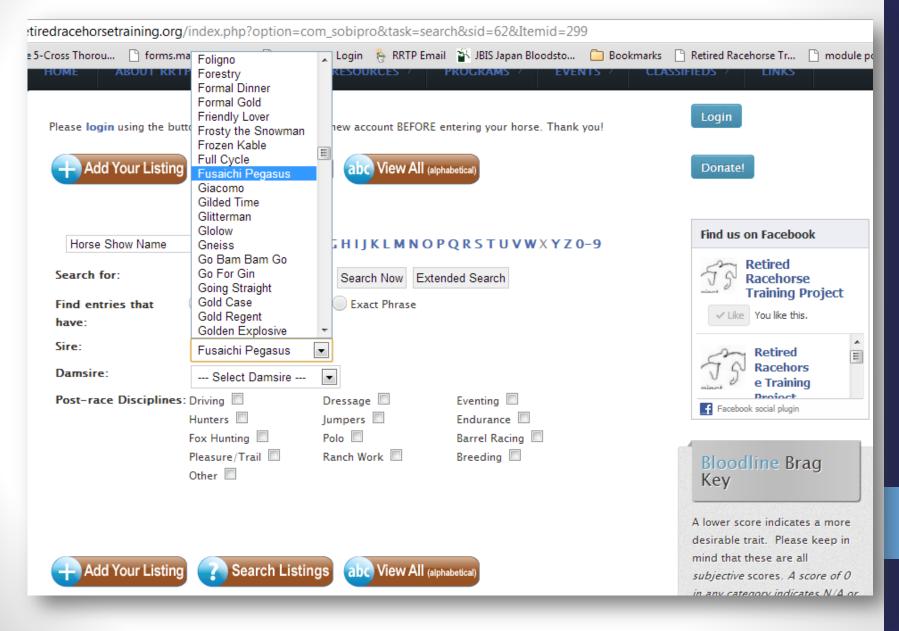
- Racetracks, Businesses, Non-profit organizations
 - 118 businesses, individuals and nonprofits plus all racetracks



Free Online Classifieds



Bloodline Brag (652 entries)



Educational Symposia and Clinics



Major Horse Expos



Trainer Challenge







Thoroughbreds for All! Kentucky



What's next for RRTP?

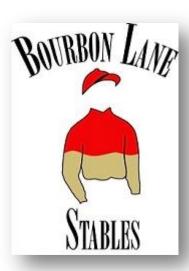
Thoroughbreds For All! Fair Hill with Marketplace and Tours

Replicate Thoroughbreds For All! with local groups across the

country

 Retired Racehorse Challenge among breeders

Partnerships with Racetracks,
Breeders, Trainers, and Owners





Delivering Horse People to Racing

- Focus educational efforts on the quality of horsemanship in the racing industry
- Teaching the same skills to sport horse riders that Chris McCarron teaches at his jockey school: balance, good hands, how to settle a horse.
- Bring sport horse people to the backstretch and to training centers for seminars and clinics.

Our ultimate goals.

- A resurgence in the popularity of Thoroughbred Ex-Racehorses
- Fewer "unwanted" Thoroughbreds
- Higher prices for sound horses when they retire from racing
- Less incentive to run them cheap
- More incentive to retire them sound
- Better horsemanship throughout the horse world
- More racing fans
- More racing owners