



## OMAHA EQUESTRIAN FOUNDATION

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For Immediate Release

### **Premier Equestrian Named Official Footing Product Provider of FEI World Cup™ Finals Omaha 2023**

Omaha, Nebraska – The Omaha Equestrian Foundation has named Premier Equestrian, Inc. as the Official Footing Product Provider of the FEI World Cup™ Finals Omaha 2023 taking place April 4-8, 2023, at the CHI Health Center Omaha.

Premier Equestrian, as part of a sponsorship agreement, will donate its high-performance footing amendment, Premier ProTex®, for installation in the competition arena and the warm-up arena at the FEI World Cup™ Finals Omaha 2023 for jumping, dressage, and vaulting. Travis Gould of JTWG Equestrian Surfaces, Inc. will oversee the production and mixing of the new footing as well as the installation for the competition.

Premier Equestrian is also world renowned for its durable and safe dressage arena equipment, and it will provide its Sundance Dressage Ring and Berkshire Letters for use during the FEI World Cup™ Dressage Final in Omaha.

“We’re delighted to partner with the Omaha Equestrian Foundation and honored to be named the Official Footing Product Provider of the FEI World Cup™ Finals Omaha 2023,” said Heidi Zorn, president of Premier Equestrian. “The World Cup is the annual marquee competition for top equestrian athletes. We’re very excited to help produce a memorable and entertaining World Cup in Omaha.”

“It’s a priority for us to guarantee that FEI World Cup™ Finals athletes compete on a quality and safe surface,” said Julie Boilesen, CEO of the Omaha Equestrian Foundation, producer of the FEI World Cup™ Finals Omaha 2023. “We are certain Premier Equestrian’s top-rated product will ensure the footing meets world-class standards to enable athletes to perform at their best.”

For the last decade, Premier Equestrian has studied the industry's latest innovations in biomechanics and injury prevention to engineer a cutting-edge footing product. Premier ProTex®, a 70/30 mix of textiles and fibers, enhances an arena's firmness, cushioning, responsiveness, grip, and uniformity.

Premier Equestrian was the FEI Footing Advisor at the 2022 ECCO FEI World Championships in Herning, Denmark, and it has supplied footing products and dressage arenas to North American venues such as Dressage at Devon, the Desert International Horse Park, and the Palm Beach International Equestrian Center, among others. Premier Equestrian's dressage arena equipment has been utilized at FEI World Cup™ Finals competitions in the United States for more than a decade.

Produced by the [Omaha Equestrian Foundation](#) and located in the heart of downtown Omaha, the FEI World Cup™ Finals Omaha 2023 will feature everything under one roof – stabling, warm-up, competition arena, dining venues, and shopping expo – with hotels, restaurants, and entertainment within easy walking distance. The 2017 Finals, also hosted in Omaha, drew visitors and volunteers from all 50 states and 38 countries.

The FEI World Cup™ Finals Omaha 2023 will pay homage to the Great Plains horses' cultural impact by infusing tributes to Native American heritage through the theme "1723." The Omaha Equestrian Foundation partnered with Bluebird Cultural Initiative to develop the theme that will be part of the event's educational and entertainment programs that are free to the public.

For more information about the FEI World Cup™ Finals Omaha 2023, visit [OmahaEquestrian.org](#). All-session and single-session tickets and tables are on sale now via [Ticketmaster.com](#).

### **About Premier Equestrian**

Premier Equestrian is North America's leading supplier of high-quality footing products, arena drags, OTTO Sport base mat systems, arena hydration products, and arena consultation. Premier Equestrian is a recognized expert in horse arena footing as it relates to equine biomechanics. This knowledge is used daily to help horse owners across North America improve arenas and footing for the safety and performance of their horses. Call 800-611-6109 or visit [PremierEquestrian.com](#) to learn more.

### **About the Omaha Equestrian Foundation**

The Omaha Equestrian Foundation is a 501(c)(3) not-for-profit organization that strives to bring equestrian sport into the mainstream by changing the way it is presented and to develop Omaha into a hub of the sport horse industry, attracting and developing championship competitions as both educational and economic development opportunities for the community.