



OMAHA EQUESTRIAN FOUNDATION



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ShowPlus® Protects Horses, Riders, and Grooms at the FEI World Cup™ Finals Omaha 2023

Omaha, NE – ShowPlus® is proud to protect horses, riders, and grooms at the FEI World Cup™ Finals in Omaha. We hope and wish for top performances from happy and healthy athletes. With horses, accidents can occur in an instant. Fortunately, ShowPlus® benefits kick in when the unexpected happens.



What is ShowPlus®?

ShowPlus® Protection is an international benefit program provided by participating equestrian competitions that protects horses, riders, and, at some premier events, grooms. ShowPlus® benefits are designed to reimburse out-of-pocket costs that may not be covered by insurance.

Mitigate the Risk of Equestrian Sport

“This April we will be welcoming horses, grooms, and riders from around the world to Omaha,” said Omaha Equestrian Foundation CEO Julie Boilesen. “Through our partnership with ShowPlus®, we will be able to provide registered competitors and their grooms protection to mitigate the inherent risk of equestrian sport. We hope it gives peace of mind to all our athletes, grooms, and owners so that they can enjoy everything that Omaha and the FEI World Cup™ Finals Omaha 2023 have to offer.”



[Click to watch a video about the ShowPlus® program and how to access your benefits.](#)

Very Positive for the Industry

ShowPlus® is currently active at horse shows in the U.S., Canada, and Mexico and is ready to protect horses, riders, and grooms worldwide. Joe Norick, CCO of HITS Horse Shows: “I think that in today’s world, it is almost imperative to provide benefits to anyone on the showgrounds and protect them and help them with their future.” Michael Stone of Wellington International: “We see ShowPlus® as being very positive for the industry.” Showjumping rider Lauren Crooks: “ShowPlus® is really, truly a godsend for us to have.”

How can ShowPlus® add value to your horse show?

Partnering with ShowPlus® means you help riders, horses, and grooms deal with the unexpected when coming to your event. Whether the lump sum payout is used for paying the vet bills when a horse gets hurt or for continuing to pay the groom when he or she is unable to work, ShowPlus® is there when the unexpected happens.

Learn More

Go to www.showplus.com to learn more, and let us protect your passion®!

** Terms and conditions apply and may vary per horse show, but eligible horses typically must be between the ages of 4 and 16. Incident reports must be filed within five days of the incident.*



[Scan the QR code to learn more.](#)

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 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 well as educational and economic development opportunities for the community.

