



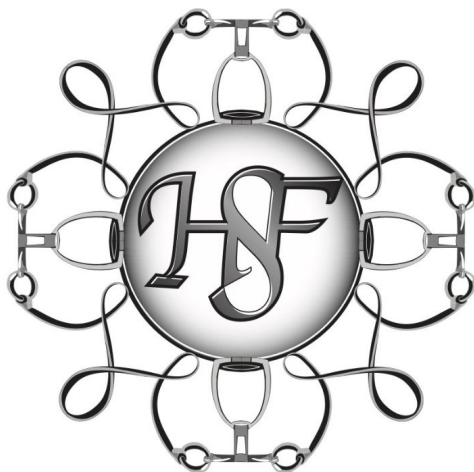
OMAHA EQUESTRIAN FOUNDATION



For Immediate Release | March 27, 2023
Contact: Jennifer Wood | [Jump Media](#) | jwood@jumpmediallc.com

Havensafe Farm To Sponsor FEI Dressage World Cup™ Final 2023 in Omaha

Omaha, Nebraska – The Omaha Equestrian Foundation (OEF) has named Havensafe Farm the presenting sponsor of the FEI Dressage World Cup™ Final 2023, one of three events at the FEI World Cup™ Finals Omaha 2023 taking place April 4-8, 2023, at the CHI Health Center Omaha.



HAVENSAFE FARM

“With the FEI Dressage World Cup™ Final back in the United States, my horse competing for the U.S. Dressage team, and supporting the sport in our country, I felt that there should be a U.S. presence in sponsorship for Dressage at this event,” said Havensafe Farm owner Betsy Juliano. “I have tremendous respect for OEF Founder Lisa Roskens and what she and her team have done to bring the FEI World Cup™ Finals to Omaha not once, but twice. It’s important and wonderful for the U.S. to showcase what we have to offer, and it’s great for equestrian sport.”

Havensafe Farm operates locations in Wellington, Florida, and Middlefield, Ohio. The southern base is a boarding facility where some of the best Dressage trainers in the world are based.

Juliano became interested in Dressage at the age of 10, and following a break for school and establishing a thriving professional career that includes starting her own industry-leading business Litigation Management, Inc., now a part of Juliano Group LLC, she returned to horses and Dressage in 1998. When top U.S. Dressage coach Debbie McDonald and her student, Adrienne Lyle, stayed at Havensafe Farm South in 2011, a successful partnership was born. Lyle went on to ride horses for Juliano, including Fürst Dream and Salvino, who won the team silver medal with the U.S. in Tokyo, Japan.



*Betsy Juliano of Havensafe Farm with her horse Salvino and U.S. Olympic team silver medalist Adrienne Lyle. **Photo courtesy of Betsy Juliano.***

Juliano also supported Laura Graves and her mount, Verdades, the elite U.S. combination that won three silver medals in FEI Dressage World Cup™ Finals competition, including in Omaha in 2017. As a sponsor for Jennifer Baumert, Juliano's horse Handsome won team silver and individual bronze at the 2019 Pan American Games in Lima, Peru. Juliano is a primary sponsor of Dressage development programs through US Equestrian and is on the Board of Trustees of the USET Foundation, where she also served as a past secretary.

In addition to supporting the sport of Dressage in the United States, Juliano is passionate about land conservation and served as chair of the board of the Western Reserve Land Conservancy.

“We are thankful for Betsy’s support of the FEI Dressage World Cup™ Final presented by Havensafe Farm,” said OEF CEO Julie Boilesen. “The sport of Dressage has seen tremendous growth and attention in recent years, and we hope to highlight the amazing aspects of Dressage in Omaha. We look forward to incredible competition from the best horses and riders in the world and know it will be a favorite for many of our spectators. Havensafe Farm’s support is invaluable in showcasing Dressage at the FEI World Cup™ Finals Omaha 2023.”

There will be two competitions in the FEI Dressage World Cup™ Final presented by Havensafe Farm, including the FEI Dressage World Cup™ Final – Grand Prix presented by Havensafe

Farm on Wednesday, April 5, and the FEI Dressage World Cup™ Final – Grand Prix Freestyle presented by Havensafe Farm on Friday, April 7.

“People are starting to get to know riders and horses as individuals,” said Juliano in reference to the growing popularity of Dressage. “They are watching these combinations improve and succeed and sometimes win. It’s wonderful to see the progress. I’m certainly an American and my heart is with the U.S. for sure, but in high performance sport, I do believe that you just want people to do well. When somebody who is not American wins a gold medal, it doesn’t take away from it because they’ve done a beautiful job, and you want to see good sport.

“I’m fully committed to dressage in the United States and to our team,” added Juliano. “Having the FEI World Cup™ Finals here is a reflection of the support the U.S. gives to the sport of Dressage, and I want to be a part of that support.”

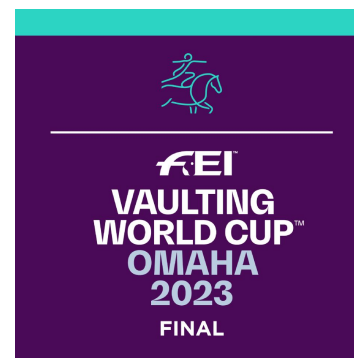
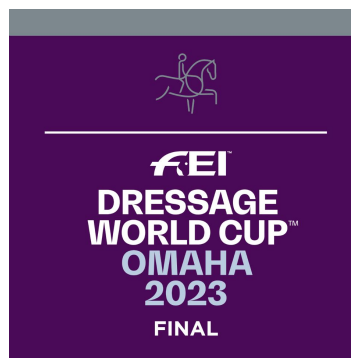
Produced by the [Omaha Equestrian Foundation](#) and located in the heart of downtown Omaha, the FEI World Cup™ Finals Omaha 2023 will feature everything under one roof – stabling, warm-up, competition arena, dining venues, and shopping expo – with hotels, restaurants, and entertainment within easy walking 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 Omaha2023.fei.org. All-session and single-session tickets and tables are still available so purchase today 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 both educational and economic development opportunities for the community.



Burlington
CAPITAL

LONGINES

 Bluebird Cultural Initiative

 OMAHA
EQUESTRIAN
FOUNDATION