



OMAHA EQUESTRIAN FOUNDATION



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Omaha Equestrian Foundation and Brooke USA Foundation Announce Partnership During FEI World Cup™ Finals Omaha 2023

Omaha, NE – Brooke USA Foundation (Brooke USA), the leading national nonprofit focused on alleviating the misery of working horses, donkeys and mules and the people they serve in vulnerable communities worldwide, recently announced that it has joined forces with the Omaha Equestrian Foundation, operator of the FEI World Cup™ Finals Omaha 2023, which runs April 4-8. The partnership is dedicated to building awareness for the contributions of horses to human livelihoods – whether elevating the status of women, securing water for families, transporting goods to market for sale, or taking children to school to advance education. Both organizations are committed to ensuring the most favorable conditions for equine welfare – from working in a brick kiln in India to competing at the highest level of equestrian sport at the CHI Health Center Omaha.



*Photo courtesy of **Brooke USA***

Brooke USA representatives will be on hand throughout the FEI World Cup™ Finals Omaha 2023 to meet and greet attendees and guests, and to answer questions regarding current work in Africa, Asia, the Middle East, and the Americas, especially in the United States. Brooke USA is working with the Horses & Humans Research Foundation to learn about the needs of equines living among Native American reservations and answer the question of what the best way is to conduct a research study on equine welfare and Native American wellbeing on federally recognized reservations. The hope is to develop a body of knowledge which will not only help make targeted granting decisions but also serve as a resource to other organizations with similar interests.



*Photo courtesy of **Brooke USA***

“We were delighted to meet the team at the Omaha Equestrian Foundation and learn that the FEI World Cup™ Finals in Omaha will pay homage to the horse’s regional tradition and cultural impact by infusing tributes to Native American heritage,” said Emily Dulin, CEO of Brooke USA. “We could not be happier to join forces with Omaha Equestrian Foundation as we aim to encourage learning and stimulate debate on equine welfare and their impact on human livelihoods,” she added.

“Three hundred years ago in Omaha, horses were serving as essential contributors to Native American livelihoods. For Native Americans in the Great Plains Region, horses were more than animals – they were valued and respected members of the tribe. Indigenous people relied on horses to transform hunting tactics, inspire artistry, and strengthen transportation routes. The status of the family, village and nation was often linked to the number of horses owned,” explained Julie Boilesen, CEO of Omaha Equestrian Foundation. “We’re thrilled to join forces with Brooke USA as we celebrate the horses of the American Plains – past, present and future,” added Boilesen.



Photo courtesy of [Brooke USA](#)

On Friday, April 7, the 2023 FEI Dressage World Cup™ Final, which highlights the Grand Prix Freestyle to Music, has been designated as “*Brooke USA’s Charity Session*” and will feature giveaways to the public and special mementos to guests in the VIP area. Other programs and events are also being planned for the week. For more information and ongoing updates, visit www.BrookeUSAevents.org.

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 Brooke USA Foundation (Brooke USA)

The mission of Brooke USA is to significantly improve the health, welfare, and productivity of working horses, donkeys and mules and the people who depend on them for survival worldwide. We are committed to sustainable economic development by reducing poverty, increasing food security, ensuring access to water, providing a means to education, and raising basic standards of living through improved equine health and welfare. We accomplish this by raising funds and responsibly directing them to the areas of greatest need.

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.

About FEI World Cup™ Finals Omaha 2023

The world's top Dressage, Jumping and Vaulting athletes will descend on Omaha for the FEI World Cup™ Finals. Produced by the Omaha Equestrian Foundation, the FEI World Cup™ Finals is an annual indoor championship that attracts competitors and fans from all over the U.S. and across the globe. Spectators will experience the excitement of the international equestrian sport under one roof – stabling, warm-up, competition arena, dining venues and shopping expo – with hotels, restaurants, and entertainment within easy walking distance. Learn more at Omaha2023.fei.org.

