



## *Fact Sheet*

- Keeneland is a unique combination Thoroughbred race course and sales company. It conducts three weeks of live racing each April and October, and conducts four horse sales each year.
- The Keeneland Association was founded in the 1930s by a group of Thoroughbred breeders in Central Kentucky headed by Hal Price Headley and Major Louis Beard. In their original prospectus, they outlined their goal to “create a model race track to perpetuate and improve the sport and to provide a course that is intended to serve as a symbol of the fine traditions of Thoroughbred racing.”
- In 1936, Keeneland held its first race meeting from October 15-24.
- Keeneland is uniquely structured in that it operates as a non-dividend-paying corporation. Its directors serve without compensation and stockholders do not receive dividends.
- Profits are reinvested in the industry in the form of higher purses to horsemen, capital improvements, research into equine health and safety issues, efforts to increase integrity and preservation of racing history. Additionally, Keeneland makes generous contributions to charitable, educational and research organizations in Central Kentucky. To date, Keeneland has contributed more than \$18 million, chiefly in the areas of health and human services, research, education, arts and culture, animal welfare and historic preservation.
- Keeneland’s 1,038-acre complex includes a race course, sales pavilion, 57 barns that can house 1,951 horses, five dining rooms, corporate boxes and one clubhouse. Total seating on track is 8,535. Parking areas can accommodate 10,000 cars.
- The main track is a 1 1/16-mile oval with 4 ½-furlong and seven-furlong chutes. In the summer of 2006, Keeneland installed Polytrack, a revolutionary synthetic racing surface, as part of a major reconfiguration of the track that widened the turns and lengthened the stretch to 1,236 feet.
- The turf course is 7 ½ furlongs, nearly one mile. Its stretch length is 1,190 feet.
- Keeneland has year-round training facilities and has a five-furlong Polytrack training track.

### **Keeneland Media Contact Information**

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