



WELCOME TO AMPLIFY HORSE RACING

Making Tracks for the Next Generation



RIDE TO DISCOVERY ~ CONTENTS LIST



GET STARTED!

This guide is a great way to begin learning the entire ecosystem of horse racing, from farm to track.



WELCOME TO AMPLIFY!



ELEMENTARY STUDENTS



MIDDLE SCHOOL STUDENTS



HIGH SCHOOL STUDENTS



YOUNG ADULTS

WELCOME TO AMPLIFY!

Our goal is to amplify education, mentorship, and career opportunities in the Thoroughbred industry for young people. We're here to connect you with the right people, institutions, and programs to help you achieve your horse industry dreams.

[Our programs](#) are available to youth from elementary ages to those 18 and over. We host [events](#), connect young people with [mentors](#) in the industry, sponsor and host networking programs, and assist young adults with [internship and job opportunities](#).



OUR MISSION

Amplify Horse Racing amplifies Thoroughbred industry education, mentorship, and career opportunities with horse programs for youth and young adults. We create pathways to involvement for newcomers, highlight existing initiatives, and create new resources to help the next generation lead the Thoroughbred industry into the future. Horse racing is called “the sport of kings,” but it isn’t just a sport for the wealthy – it’s a sport for everyone!



OUR VISION

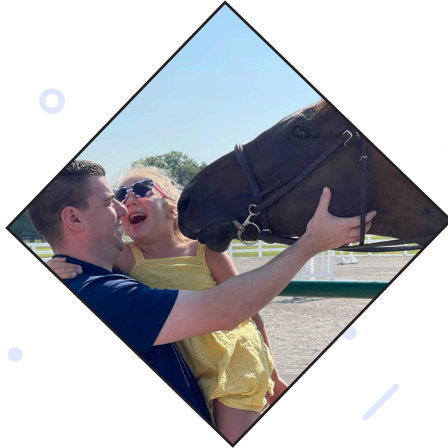
Leverage the Thoroughbred industry to connect youth, families, students, and educators with opportunities to learn about and engage with horses.

Serve as the first step for newcomers to Thoroughbred horse racing to learn about the industry and discover opportunities for involvement.

Create pathways to vocational training, employment, and continuing education.

Generate positivity, share knowledge and experiences, and collaborate with others to create a thriving industry.

OPPORTUNITIES FOR ELEMENTARY STUDENTS



If your child is interested in learning more about horses and what's happening at the race track, we have the perfect programs for you:

Amplify Junior is our interactive programming just for kids and families! See our [calendar of events](#) for upcoming days and times and to see where we'll be.



WE HOST

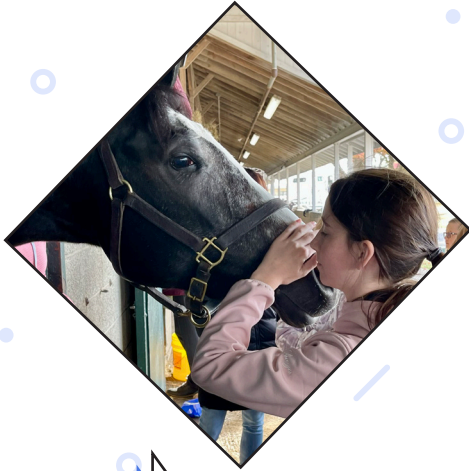
POP-UP EVENTS
EDUCATIONAL TOURS
RACETRACK FAMILY DAY ACTIVITIES
RESOURCES FOR PARENTS,
GUARDIANS, AND KIDS ALIKE



FUN FACTS

- 🔄 Racehorses are often named based on their pedigree, sometimes by combining the names of their father (sire) and mother (dam).
- 🔄 Horses can sleep standing up.
- 🔄 In North America, horses race counterclockwise while many other parts of the world race clockwise!
- 🔄 There are more than 100+ different kinds of jobs in the Thoroughbred industry.
- 🔄 Around 22 states and multiple provinces have Thoroughbred racing

OPPORTUNITIES FOR MIDDLE SCHOOL STUDENTS



Whether you are in Central Kentucky or Saratoga Springs, New York, Amplify has some amazing opportunities for middle school students ready to take the next steps in learning more about the Thoroughbred industry.

To learn more, just reach out! And don't forget to check our [calendar](#). We're adding live and virtual events all the time, and we could be coming to a state near you.



WHAT WE OFFER

BEHIND-THE-SCENES EDUCATIONAL TOURS

IN KENTUCKY, WE PARTNER WITH THE KENTUCKY EQUINE EDUCATION PROJECT

IN NEW YORK, WE HOST AMPLIFY'S EXPERIENCE SARATOGA STUDENT HORSE RACING TOURS



RESOURCES

HOW CAN YOU START LEARNING ABOUT HORSES IF YOU DON'T HAVE YOUR OWN HORSE?

- 🔄 Test your horsey knowledge through the "quiz" division of the United States Pony Club (USPC).
- 🔄 Take part of the 4-H Horse Project, which offers various "horseless horse" avenues including hippology, horse knowledge bowl, speech, demonstration, and horse judging.
- 🔄 Join Future Farmers of America (FFA) to take part in horse judging competitions.
- 🔄 Explore the Thoroughbred Aftercare Alliance (TAA) and volunteer at a Thoroughbred aftercare facility near you.

OPPORTUNITIES FOR HIGH SCHOOL STUDENTS



Options for high school students abound in the horse racing world. Amplify serves as a bridge to take you from where you are now, to where you want to be.

See our [calendar for events](#). If you don't find what you're looking for, just reach out to us on [Facebook](#) or [Instagram](#)!



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THE AMPLIFY HORSE RACING [MENTORSHIP PROGRAM](#)

YOUNG PROFESSIONALS NETWORKING EVENTS

ON-SITE COLLEGE SCHOLARSHIP DAY ACTIVATION



RESOURCES

HOW CAN YOU BEGIN TO DEEPEN YOUR KNOWLEDGE ABOUT HORSES?

- 🔄 Learn to study a racing program and watch racing on television.
- 🔄 Visit a museum or racing-related library. Reach out to us for a comprehensive list!
- 🔄 Gain horse experience. Whether it's by taking riding lessons, volunteering at a therapeutic riding facility or some other form of horse contact, gaining hands-on horse experience can be very helpful towards pursuing a career with horses.
- 🔄 Take part in an equine knowledge or horse judging competition through the 4-H Horse Project, FFA, or the USPC.

OPPORTUNITIES FOR YOUNG ADULTS, 18+



When it's time to focus on finding a career in the Thoroughbred industry, Amplify is the place to start. Whether it's helping you meet the right mentor, find an internship, or attend a networking event with industry insiders, Amplify is here for you.

Hit us up on [Instagram](#) or [Facebook](#), dive into our [podcast](#), or check out our [YouTube](#) channel for more info.



OPPORTUNITIES LIKE:

[THE AMPLIFY HORSE RACING
MENTORSHIP PROGRAM](#)

[YOUNG PROFESSIONALS NETWORKING EVENTS](#)

[INTERNSHIP AND CAREER OPPORTUNITIES](#)



GOOD STUFF FOR YOUNG ADULTS

- ↪ Amplify Horse Racing Podcast
- ↪ In the Money Media podcasts
- ↪ "Wild Ride: The Rise and Tragic Fall of Calumet Farm Inc., America's Premier Racing Dynasty" by Ann Hagedorn Auerbach
- ↪ "Horsetrader: Robert Sangster and the Rise and Fall of the Sport of Kings" by Patrick Robinson
- ↪ "Seabiscuit" by Laura Hillenbrand
- ↪ "Secretariat" by Bill Nack
- ↪ "Horse" by Geraldine Brooks



READY TO GET STARTED? ~ LET'S GO!

FIND US @
amplifyhorseracing.org

