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## PhelpsSports.com Again Partners with Menlo Charity Horse Show for Platinum Sponsorship

*Equestrian News Release*



Wellington, FL - May 12, 2008 - PhelpsSports.com, one of the world's foremost and fastest growing equestrian news websites today announced that, for the second year in a row, it has joined with the Menlo Charity Horse Show as a platinum level sponsor.

With thousands of members based in 67 different countries around the globe, PhelpsSports.com has risen to the top of the charts of popularity among knowledgeable equestrians worldwide. With more than 70 correspondents reporting from around the world, PhelpsSports.com provides the latest breaking news coverage of major equestrian competitions worldwide, including up-to-the-minute audio reports, live video interviews and winning rounds, the world's finest equestrian photography, plus feature stories and informative columns.

For 36 years, the Menlo Charity Horse Show has been home to top show jumping and horse showing in Northern California! In fact, the Menlo show was named Nor Cal Horse Show of the year for six consecutive seasons from 2000 through 2005. Just this past season, PhelpsSports.com voted Menlo the number two horse show in the United States.

"We were thrilled with last year's first time partnership," said PhelpsSports.com Executive Director Kenneth Kraus. "Expanding our membership base in Northern California has been a vital part of our on-going business plan, and teaming up with Menlo was a

great way to further that goal. Last year's response was above and beyond what we ever expected."

PhelpsSports.com has enjoyed a rapid growth in its subscription rate and the support of numerous advertisers. "It's a great partnership," said Mason Phelps, Jr., the President of the web site. "PhelpsSports.com has provided sponsorship to a growing roster of topnotch events and athletes, and the Menlo Charity Horse Show gives us an opportunity to give back to the community, and help a very worthwhile charity at the same time. The Menlo show is a perfect fit for PhelpsSports.com."

"We're very pleased with the caliber of events and athletes that we've sponsored so far," Phelps said. "People in the horse world like to see successful equestrian businesses provide support to quality equestrian events and hard working athletes. PhelpsSports.com gains exposure, and the events and athletes receive some additional help from us along the way. We're looking forward to our second year at Menlo, and we hope to improve on our relationship begun last year."

All division champions at this year's Menlo Charity Horse Show will receive an additional bonus to their trophies, blue ribbons and prize money - every champion - of every division will also receive a free one-year membership to the PhelpsSports.com website.

Champions will be presented with a mail-in membership card when they receive their tri-colors. Winners who are already PhelpsSports.com members, or who win more than one championship and membership, will be allowed to gift their awards to friends or family.

Additionally, PhelpsSports.com will donate a number of memberships to the horse show's charity auction.

Alden Corrigan, the public relations liaison for the show said of this successful affiliation, "To be in partnership with PhelpsSports.com is a win-win for Menlo. The PhelpsSports.com subscribers get a chance to learn about the most profitable charity horse show in the country, and our exhibitors, committee members, sponsors and spectators learn about PhelpsSports.com, and hopefully become members. All of which ultimately helps promote the horse industry nationally. As a charity horse show that really delivers on the bottom line," she added, "we could never have retained such a prestigious firm, so to have them come aboard as a partner, with their news web site is fabulous."

When asked about what makes the Menlo Charity show her favorite show, Corrigan, who has been involved for over 20 years, replied: "The 150 plus volunteers on the horse show committee, who are so passionate about making Menlo the very best show it can be. Add to that, the extremely generous corporate sponsors we are so very fortunate to have. Whether underwriting the Friday night dinner and silent auction, donating amazing awards, or holding in store events, with proceeds from the sales going to Vista Center for the Blind and Visually Impaired, our charity, it is the dedication of both the volunteers, and the sponsors that put Menlo in a league of its own."

The Vista Center for the Blind and Visually Impaired, was founded in 1936 on the conviction that sight loss need never be a barrier to self-reliance, self-esteem, or quality of life. The center is the primary resource in Santa Clara and San Mateo Counties for those with severe loss of vision. The Vista Center for the Blind and Visually Impaired enables clients to achieve their highest potential through programs that promote independence and improve quality of life.

"Vista Center was selected 17 years ago because the committee felt that we wanted a charity to identify with, and one that needed financial help," explained Corrigan. "Some of the Club members as well as committee members had been, or were still on Vista Center's Board. Vista was having growing pains and had more demands on them than they could handle," she said. "They didn't have the man power or the dollars to meet the demands of the growing population of the blind and visually impaired. We thought we could help, and we have."

"The awards and their presentation are very special to us at Menlo too," Corrigan added. "We really do it up right. Awards are gift wrapped, presented by committee members, announced, and listed in the program for every class. Each award has note inside the box stating who donated the award, their address, and a request that the winners please send the donor a thank you note. You won't see an exhibitor not picking up a ribbon at Menlo, there is too much loot to go along with it!" she laughed.

The Menlo Charity Horse Show, held at the Menlo Circus Club in Atherton, CA, features three rings of action, plus fabulous food on the grounds and nearby. Shopping enthusiasts should be prepared for some great boutiques offering equine apparel, horse care products, home furnishings, fine jewelry, plus the Shows' commemorative T-shirts and sportswear and much more.

"The Menlo Circus Club is truly special. It reminds me so much of The Fairfield County Hunt Club," said Corrigan. "It offers both a hunter and a jumper ring on the grass polo field (very uncommon out here on the West Coast) separated by a long tent with box seats, as well as a beautiful sand ring. We have the luxury of an understated, yet elegant club house which is open to the public for this one week each year. Plus, we have a great zip code," she smiled. "The Circus Club is located in the exclusive residential neighborhood of Atherton." This year, those attending the Menlo Charity Horse Show will no doubt be impressed with the stately and state-of-the-art new barn that graces the beautiful Menlo Circus Club property. I'm willing to bet, many trainers and owners won't want to leave, once they see the new barn!"

"We are honored to have PhelpsSports.com as our partner again this year." Corrigan said. "To be in the company of WEF, the Rolex World Cup and Devon is a coup for a West Coast show. You may have noticed that there is a friendly rivalry between the East and West coast. "So to get recognition from PhelpsSports is the ultimate nod of approval to our show, and to the West Coast. I am a subscriber to PhelpsSports.com, and I think it is the best kept secret out here. Once I show the PhelpsSports.com website and The Buzz of course, to people out here, they are hooked and sign up for a membership!"

"It's like one-stop shopping. I can go to the Phelps website and find everything I want to know. The coverage of the Olympic Selection Trials at WEF was awesome, and I still watch the video of McLain Ward and Sapphire (in the torrential rain) winning the 2008 Budweiser American Invitational in Tampa..... Amazing!! Where else would you find that?"

The 2008 Menlo Charity Show will take place on August 5-10, and PhelpsSports.com will provide daily coverage.

For more information about the show, you can visit their website at: <http://www.menlohorseshow.com/index.html>

For information about PhelpsSports.com and to sign up for a membership, stop by the website at: <http://www.PhelpsSports.com>

Photo Credit: Lauren Hester posted her first grand prix win on Oxford in the \$40,000 Menlo Grand Prix at the 2007 Menlo Charity Horse Show. Photo (C) 2007 by Kathy Hobstetter/PhelpsSports.com. Also - Menlo Charity Horse Show awards.

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