



Setters' Run Farm Carolina International CCI and HT and Eventing Nation Announce 2023 Media Partnership

Raeford, North Carolina (January 3, 2023) – The Setters' Run Farm Carolina International CCI and HT, happening March 16-19, 2023 at Carolina Horse Park in Raeford, NC, is pleased to announce a media partnership with Nation Media and Eventing Nation. This partnership signals an innovative intention to boost the reach and visibility of the Setters' Run Farm Carolina International and the sport of Eventing through the implementation of strategic media partnerships.

“As long-time fans of Eventing Nation, we are delighted to work with their team to expand the reach of the Carolina International. This year’s event marks our 10th Anniversary, so we look forward to kicking things off in a big way. The Organizing Committee has implemented several new initiatives, including an interactive event theme, that will be a large focus in our partnership with EN.” states Shannon Habenicht, Director of Development and Communications for the Carolina Horse Park.

Eventing Nation, created in 2010 as an eventing fan blog, has grown into a robust source of global eventing news and commentary with an engaged platform of readers and social media followers.

“We are proud to expand our umbrella into press and media services in 2023,” said Eventing Nation co-publisher Sally Spickard. “Our mission is to bring our readers – eventing fans – along with us to each event we cover. As equestrian sport continues to evolve, we also wanted to identify additional opportunities to grow eventing’s ‘microphone’, and we look forward to bringing Carolina International even closer to the sport’s fans and stakeholders. We will also amplify the message of key event sponsors through strategic advertising placements and content leading up to and during the 2023 event.”

Eventing Nation will liaise with all media outlets wishing to obtain credentials for the 2023 Setters' Run Farm Carolina International, and team members will be on site to bring a forward-

thinking approach to media, athlete, and fan interactions in what promises to be a weekend to remember in Raeford.

Media credential applications are now open and will close on March 1, 2023. Approved credentials will be held for on-site pick-up. For more information, please visit <https://www.carolinainternationalcci.com/ccimedia/credential-request>.

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