

For Immediate Release

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## **Galway Downs International Horse Trials Offer Music, Food and Economic Impact**

*Temecula, Calif., March 20, 2014* – Music and food will once again add spice to the Galway Downs International Horse Trials, at the Temecula Downs Event Center on March 28-30.

Three fabulous food trucks, all from San Diego, will be on the grounds, offering special treats for fans and competitors.

On Saturday, the trucks will be in one of the three oasis locations around the cross-country course, along with a selection of local wines and micro-brews, and live music. And on Sunday they'll be in the trade fair overlooking the show jumping phase of the national divisions.

Super Q food truck ([www.superqfoodtruck.com](http://www.superqfoodtruck.com)) brings what they call "the best hickory smoked BBQ this side of the Mississippi!" Super Q features four original entrees, three "Knock-Out" sandwiches, sliders and barbequed Asada fries.

Two For The Road ([www.twofortheroadsd.com](http://www.twofortheroadsd.com)) specializes in American comfort food, and their menu changes weekly, but always includes a special burger, outrageous hot dogs and kicked-up corn dogs, along regional specials like New England Lobster Rolls. And they have a great selection of unique and retro sodas and chips to match their fresh ingredients.

The Sweet Treats dessert truck ([www.sweettreatstruck.com](http://www.sweettreatstruck.com)) was designed to make you feel like you're at home in your own kitchen. Their delectable menu includes cookies, brownies, cupcakes,

chocolate bombs, chocolate-covered bacon, tiramisu, cheesecake towers and cookies stuffed with a brownie.

Local musicians will be entertaining everyone from Thursday night through Sunday night. The musical schedule is:

Thursday, March 27, at the Welcome Reception, 5:00 to 7:00 p.m. – Lee Koch (guitarist/vocalist).

Friday, March 28, 6:00 to 8:00 p.m. – Tim Walsh (guitarist/vocalist).

On Saturday, March 29, three guitarist/vocalists will be playing, one in each of the three oasis locations alongside the viewer-friendly cross-country course, from 1:30 to 3:30 – Larry Thompson, Tim Walsh and James Wells.

The musical entertainment reaches its climax on Saturday evening, with guitarist/vocalist Tim Walsh singing from 4:00 to 6:00 p.m., before then the Crazy Creek Country Band provides the dancing music at the awards party from 6:00 to 10:00 p.m.

Attractions like these are one reason for the serious economic impact the Galway Downs International Events have on the Temecula Valley economy every year.

In July 2013, the Temecula Valley Visitors Bureau commissioned an economic-impact study of travel in the valley, conducted by Dean Runyan Associates of Portland, Ore. The study collected travel data from 2000 to 2012, and its findings parallel the history of the Galway Downs International Events, which have been run annually since 1999.

During that period, yearly travel spending in the Temecula Valley increased from \$131.1 million to \$625.3 million (at an annual rate of 13.9%), and travel-related jobs increased from 1,660 to 6,580 (at an annual rate of 14.6%). In 2012 alone, some 2.9 million people

traveled to and stayed at least one night in the Temecula Valley, roughly half in a hotel or motel and half in an RV or with friends or family.

The study estimates that in 2012 those 2.9 million visitors spent an average of \$152 per day.

Approximately 350 horses compete at the Galway Downs International Events, each horse bringing two to three people with them. Plus, each event requires approximately 125 officials, staff and volunteers to run it. So, if approximately 1,000 people spend \$152 per day, and they stay an average of three days, the total revenue is \$456,000 per event, not including entry fees and sponsor donations. And since there are two Galway Downs International Events every year, the total impact is more than \$1 million per year.

What do the competitors at Galway Downs spend their money on, other than hotel or motel rooms? They buy food, at restaurants, grocery stores and at the food trucks on the grounds. They put lots of gas or diesel fuel in their cars or trucks, and sometimes they have to get their trucks or trailers repaired by local businesses before they can return home. For their horses they buy hay, grain, shavings and other supplies – either from stores like Big Horse Feeds or on the grounds, brought in by local vendors.

Each of the more than 75 international horses will perform in dressage on Friday morning and then negotiate the demanding show jumping course in the late afternoon. Then, on Saturday afternoon, they'll gallop over the more than 30 jumps on the cross-country course designed by Ian Stark of Great Britain, the Galway Downs course designed since 2007.

The action continues on Sunday, with the three upper levels of the national divisions navigating the show jumping course and the two lower levels navigating the cross-country course, from 8:00 a.m. until approximately 2:00 p.m.

The Adequan/USEA Gold Cup Series, California HorseTrader, Equine Insurance of California, and Sunsprite Warmbloods are the Presenting Sponsors of the Galway Downs International Horse Trials.

The Gold Medal Sponsors are: [Devoucoux, MD BarnMaster, Ian Stark Equestrian Centre and Professional's Choice](#).

The Silver Medal Sponsors are: Charles Owen, Embassy Suites-Temecula, Holiday Inn Express, SmartPak and Temecula Creek Inn.

The Bronze Medal Sponsors are: American Medical Response, American Horse Trials Foundation, Auburn Laboratories, California Riding Magazine, The Chronicle of the Horse, CWD, Dean and Co. LLC, Freedom RV Rentals, Geranium Street Equestrian, Majyk Equipe, Point Two Air Jackets, Ride On Video, San Luis Rey Equine Hospital, Triple Crown Nutrition and Voltaire Design.

The Friends are: [Brewens Empire Trolley Comany, Copper Meadows, Eventing Training Online, Success Equestrian Pads and Trolley Company](#).

General admission for the Galway Downs International Horse Trials is only \$10 per day in advance, \$15 at the gate, with children under 12 free when accompanied by a paying adult.

Patron's passes – which include seating in the ringside tent, lunch and a full selection of beverages – are also available for \$55 per day on Friday and Sunday, \$75 for Saturday, or \$150 for the weekend in advance. For advance reservations, go to [www.galwaydowns.com](http://www.galwaydowns.com).

For more information on the Galway Downs International Horse Trials, visit [www.galwaydowns.com](http://www.galwaydowns.com) or call 951-303-0405. To learn more about eventing, visit the U.S. Eventing Association's website ([www.useventing.com](http://www.useventing.com)).