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New Website to Launch at the Virginia Horse Center Foundation

On April 10, 2012, the Virginia Horse Center Foundation will launch a new, comprehensive website designed to offer higher quality service to its constituents, the community, and the equine industry.

The redesigned site offers many new features as well as a modernized look and feel. Competitors will appreciate the ease of access to event and travel information. Event managers can peruse the facility's resources, compare calendar offerings, and contact staff with questions. Community members can quickly see the week's events on the home page's "What's Happening?" section. Industry businesses and the equine community can take part in and learn from our new content driven "Equiculture" forum blog. All social media and news outlets are also integrated for fun access to behind-the-scenes commentary and networking. And everyone can become better acquainted with the VHCF's story, 501c3 identity, services, and incredible impact.

Blue Key Web Solutions, based in Harrisonburg, VA and Charleston, SC, designed the new website in partnership with the VHCF. Managing Director and Chief Creative Officer, Ben Cash, shared that, "This project has opened our eyes at BlueKey to an amazing world-class equine facility and the solid organization behind it. We hope the website marketing solution we helped implement will provide VHCF with the tools they need to promote their mission, serve their members, and improve their day to day operations."

The goals of the updated web presence were multi-faceted. The primary goal was to increase the use and appreciation and the diversification of events held at the Lexington, VA based facility. Also critical to the VHCF team, was that the site be geared to serving the participants and community with easy to access all the information they might need. Finally, modernizing the VHCF's image was an uplifting way to mark a milestone and to look towards the next chapter.

Katherine Truitt, Executive Director of the VHCF, "We have grown tremendously in the last twenty-five years, and, with your support, we hope to continue to thrive for generations to come. I hope you enjoy your time on-line and on-site."

The Virginia Horse Center Foundation is a 501(c)3 non-profit organization which owns and operates the Virginia Horse Center. The Foundation is proud to be a part of the Rockbridge community, an asset to the state's equine economy, and a resource to the East-Atlantic competition circuit.

Committed to serving the needs, well-being, and safety of both rider and horse, the VHCF supports a 600-acre competition facility that serves over 400,000 people and 100,000 animals of all breeds and disciplines. The VHCF manages 115 events annually, most free and open to the public. Host to the Hoofbeats Therapeutic Riding Center, the Foundation's mission is to enrich lives with programs focused on recreation, education, and preservation.

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