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SOUTHERN REINS' JOCKEYS & JULEPS VIRTUAL EVENT DELIVERS DERBY DAY CELEBRATION AND WATCH PARTY PACKAGES TO MEMPHIS, RAISING \$180,000 TO SUPPORT ITS PROGRAM OUTREACH USING HORSES TO HELP PEOPLE WITH DISABILITIES AND HARDSHIP

May 5, 2021

The morning of the 147th Kentucky Derby once again saw the roar of the crowds at Churchill Downs, and in Memphis Tenn., small groups gathered for their own watch parties all across the city. With COVID-19 restrictions still in place, Southern Reins hosted its signature Jockeys & Juleps fundraising event - virtually - for the second year in a row. As their largest fundraiser of the year, the event raises nearly half of Southern Reins' annual operating budget, and subsidizes the cost of equine assisted services and programs it provides to people with disabilities and hardship throughout the Mid-South.

While the organization looks forward to the return of hundreds of well-dressed guests for their trademark BIG HATS, BOURBON, and BLUEGRASS celebration, the Board, staff and volunteers enjoyed the process of making this year's virtual event even better than the last. Derby Day Celebration Boxes were delivered to sponsors, complete with charcuterie boards from Galler Foods, and brought to life by Off the Square Catering. Supplies for the classic mint julep were also included, with elegant solid copper hammered mint julep cups, exquisite floral arrangements, and "Derby Day" banners to provide festive flair for watch party attendees. "Our sponsors were excited for the opportunity to be able to gather together, even in smaller numbers," says Jill Haag, Executive Director. "We were grateful to provide an opportunity for everyone to dress up in their Derby best, enjoy some amazing food and libations, and watch the most exciting two minutes in sports."

Virtual event tickets were also sold, as well as the Jockeys & Juleps Bourbon Pull raffle that raised more than \$7,000 alone. "The continued support of the community and their dedication to keeping our programs stronger than ever means so much to us," adds Haag. She stated this year's proceeds totaled \$180,000, and those funds will allow Southern Reins to continue its work to provide equine-assisted services and exceptional service to its participants. The organization is hosting the Jockeys and Juleps Online Auction this fall, which will launch Oct. 31 and run until Nov. 6.

Since the first Jockeys & Juleps event in 2016, First Horizon Advisors has led the field as the Presenting Sponsor. Premier sponsors include Bryan and Kim Jordan, Lexus of Memphis, FedEx Freight, Stefan and Barbara Smith, Charles and Judy Burkett, and Margaret and Lee Alexander. Additional sponsors include Dr. and Mrs. John Whittemore and Mrs. Julie Bondurant Mills, Kimery Wealth Management, nexAir, International Paper, Deborah Dunklin Tipton, Will and Angie Deupree, Hollywood Feed, Cliff and Louise Hunt, Hollis & Burns, Galler Foods, Buster's Liquors & Wines, LSI, Athens Distributing Company, Baptist Memorial Health Care Foundation, Frazee Ivy Davis, Lipscomb & Pitts Insurance, Watkins Uiberall, Solutions Medical Center, Social, Collier Insurance, Off the Square Catering, and Twigs-n-Things.

About Southern Reins Center for Equine Therapy

Southern Reins was founded in July of 2015 to provide equine-assisted activities and therapies to help individuals with physical, cognitive and emotional disabilities and hardship. We serve children and adults with disabilities such as Down syndrome, autism, multiple sclerosis, traumatic brain injury, cerebral palsy, amputation, mental and physical disabilities, attention deficit disorder, and more. This unique program provides one-of-a-kind experiences where participants throughout the Mid-South become more confident, communicative, physically capable and emotionally re-connected. Southern Reins is a PATH, International Member Center and all instructors are PATH Certified. For more information, visit www.southernreins.org or call 901-290-1011.