

**Case Clay**  
**Three Chimneys Farm**  
**Midway, Kentucky**

Case Clay has been involved in the Thoroughbred industry for over seven years principally as a Thoroughbred owner and breeder. He is currently president of Three Chimneys Farm. Clay was instrumental in Big Brown being added to the farm's stallion roster. He also created the unique marketing promotion which had Three Chimneys featured in the Neiman-Marcus 2008 Christmas Book.

He also worked at Arlington Park, Ernst & Young, and the Hyatt Corp., developing an interest in marketing and advertising. He completed the Irish National Stud's course of study, then a six-month stay in Australia with prominent breeder John Messara, owner of Arrowfield Stud. He came back to Three Chimneys full time in 2006.

Clay presently serves as a director for Horse PAC, TOBA and Junior Achievement of the Bluegrass.

**Personal Statement:**

*I believe that I bring a strength in promotion and marketing to the Breeders' Cup. If our target audience for promoting the Breeders' Cup is the 18-34 demographic, it would be good to have a mix of board members that are in this age bracket to better understand the demographic behaviors, needs etc. (i.e. Facebook, Twitter, etc.).*

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