

For Immediate Release

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KEENELAND PRESIDENT & CEO 'INVESTING IN RACING'S FUTURE' WITH RTIP



Tucson, AZ —Leaving the Bluegrass State behind, Nick Nicholson, President and CEO of Keeneland Association, Inc. visited the University of Arizona Race Track Industry Program (RTIP) to inform students of the all-important role they play in creating a lasting future for horse racing.

“It’s why I’m such a supporter of this program,” Nicholson explained. “You all have such a wonderful opportunity here to learn about the racing industry in an integrated way.”

Speaking as a guest of the Joe Hirsch Speaker Forum, Nicholson provided students with some historical context on the Forum, honoring the former executive columnist of the Daily Racing Form whom the speaker series was named for.

“Joe Hirsch...he was a real character. He had a way with words; his columns looked simple, but were masterful. He was a great ambassador of the sport and I’m glad this speaker series was named after him. Hopefully it keeps his memory alive.”

Backed by the Keeneland mantra “Investing in Racing’s Future Since 1936”, Nicholson made it clear that racing can have a very bright future, and it would be the generation sitting before him that would lead the way.

“Our sport’s been crying out for that; leadership with innovation. The RTIP is a real industry resource in this area.”

ABOUT THE RACE TRACK INDUSTRY PROGRAM:

[The University of Arizona Race Track Industry Program](#) offers both a Bachelors and Masters degree program with an emphasis on the pari-mutuel racing industry and hosts the annual Symposium on Racing & Gaming held every December in Tucson, Arizona.

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