



PRESS RELEASE: FOR IMMEDIATE RELEASE

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GORDON LAWSON JOINS AIKEN HORSE PARK FOUNDATION BOARD

AIKEN, SOUTH CAROLINA, September 29, 2023 -- The Aiken Horse Park Foundation is pleased to welcome Gordon Lawson to our Board of Directors.

Gordon Lawson is the CEO of Conceal. He has spent the last 20 years in the physical and cyber security space, focusing on SaaS optimization and global enterprise business development. He was previously President at RangeForce (a cyber training platform company) and SVP of Global Sales at Cofense through their \$400MM acquisition by BlackRock in 2018. Before corporate life, Gordon served as a U.S. Naval Officer with operational deployments to the Middle East and Africa. He was assigned to Special Operations Command, the 3rd Marine Corps Air Naval Gunfire Liaison Company, and the Defense Intelligence Agency. He is a graduate of the Air Force Command and Staff College and the Army Airborne School. Gordon holds a B.S. in Political Science from the U.S. Naval Academy and an MBA from George Washington University.



Willson Lee, Gordon, Lauren, and Mac Lawson

The first time the Lawsons visited Aiken, they immediately knew their family would love living here. They were originally taken by the charm of the downtown and the horse district. They were greeted warmly by residents who were quick to share the incredible opportunities available to horse lovers including Bruce's Field and the

Hitchcock Woods within walking distance to downtown. The Lawsons' daughter Willson Lee is an accomplished equestrian making Aiken the perfect fit for their family. The wonderful golf courses were also a plus for Gordon and son Mac who are both avid golfers.

Upon accepting his nomination to the Board, Gordon acknowledged the impact and relevancy of the Foundation's footprint on the region in saying:

Carrying on Bruce Duchossois's vision of a world-class equestrian venue and continuing Aiken's legacy of attracting the best riders in the world is an inspiring mission. Our daughter's pursuits have taken me to many horse show venues, but none as special as Bruce's Field. The Park attracts equestrians and spectators alike, who support Aiken's hospitality and retail businesses. I also appreciate the Aiken Horse Park Foundation's growing capacity to support other charitable organizations through its fund-raising efforts.

Foundation Board Director Craig Duchossois expressed his enthusiasm for Gordon Lawson's addition to the Board, saying:

We are proud to have Gordon join our board. He brings young, entrepreneurial, energized, and caring strengths, and will be a wonderful addition to our board.

THANK YOU TO ALL OF OUR GENEROUS PARK SPONSORS



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Promoting Aiken's equestrian way of life and encouraging the community's civic, educational, and charitable endeavors.

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