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## **The Grooms Award, Ltd. to Reward Professional Grooms at Nine Major Horse Shows in 2021**

*Non-Profit Organization Continues to Recognize Grooms' Contributions*

**Foxborough, MA — February 23, 2021 — The Grooms Award, Ltd.**, a not-for-profit 501(c)3 charitable organization that recognizes and rewards professional grooms, is scheduled to present gifts and awards to grooms at nine major horse shows at which they are participating throughout the 2021 season.

“After the disruption of the horse show world last year, we are looking forward to being on site to recognize and reward the professional grooms at nine top horse shows throughout this year,” said Andrea Mewhinney, Director of The Grooms Award, Ltd. “Grooms are the backbone of the horse show world, working behind the scenes to keep the equine athletes in their care at the top of their game. They deserve to be recognized for all they do and that is what The Grooms Award focuses on.”

**The Grooms Award, Ltd. is scheduled to participate at the following 2021 events:**

- Winter Equestrian Festival (WEF9) – Wellington, FL - March 13-14
- Riders Cup – Burbank, CA - May 9
- Devon Horse Show - Devon, PA - June 3
- Upperville Colt & Horse Show – Upperville, VA - June 13
- Lake Placid Horse Show – Lake Placid, NY - July 4
- American Gold Cup – Traverse City, MI - Sept 19
- Pennsylvania National Horse Show – Harrisburg, PA - Oct 23
- Riders Cup - Del Mar, CA - October 24
- Las Vegas National Horse Show – Las Vegas, NV - Nov 21

In recognition of their efforts and professionalism, every groom of a declared horse in each horse show's featured Grand Prix, and in some cases also in the Hunter Derby, will receive Grooms Award treat bags. In each case, the Groom of the winning horse will also receive a beautifully embroidered Grooms Award Bag, compliments of SmartPak, filled with goodies, gift cards and products from supporters such as EquiFit, Boy-O-Boy Bridleworks, Sterling Essentials, GotSalt? and SmartPak.

Created to recognize the workers “behind the scenes,” the Grooms Award was established in honor of Moira Caffarey (who unexpectedly passed away in 1997) and later George Hennessy (transporter for the USET). Friends of Moira donated a trophy for the first-ever grooms’ award at the Pennsylvania National Horse Show in Harrisburg where individuals and companies donated prizes to be given to the winning groom. As donations increased each year, it was decided that each of the Grand Prix grooms deserved a “Thank You” for their efforts and professionalism. A tote bag was awarded to each Grand Prix groom, filled with goodies and gift cards from generous sponsors.

The Grooms’ Award, Ltd. is a not-for-profit 501(c)3 charitable organization, recognizing professional grooms at select major horse shows each year. The Grooms’ Award, Ltd. welcomes donations and sponsorships; those interested should contact Marty Bauman at 508-698-6810 or [marty@classic-communications.com](mailto:marty@classic-communications.com).

For more information, or to donate, please visit [www.groomsaward.org](http://www.groomsaward.org). The Grooms Award, Ltd. is also on Facebook and Instagram. #groomsrock