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The Grooms Award, Ltd. Honored Jumper and Hunter Grooms at the Upperville Colt & Horse Show

Non-Profit Organization Continues Program Recognizing Professional Grooms

Foxborough, MA — June 16, 2021 — The Grooms Award, Ltd., a not-for-profit 501(c)3 charitable organization that recognizes and rewards professional grooms, presented gifts to the grooms of the horses that competed in the \$213,300 Upperville Jumper Classic CSI4* and the \$25,000 USHJA International Hunter Derby at the Upperville Colt & Horse Show over the weekend of June 12-13.

“It was a busy weekend and we were very excited to be part of the action at Upperville,” said Georgia Coyle, who represented The Grooms Award, Ltd. at Upperville. “We thank our friends at Upperville for allowing us to present gifts to the grooms of the horses in the Hunter Derby and Grand Prix. We feel it is important that the hardworking grooms are recognized for all they do to keep horses healthy, fit and ready to compete.”

Jordan Coyle of Ireland rode Elan Farm’s Ariso to victory in the \$213,300 Upperville Jumper Classic CSI4* and Michael Britt-Leon showed Private I, owned by Kelly Sims, to the win in the \$25,000 USHJA International Hunter Derby. Ariso’s groom, Marketa Churova, and Silvano Chavez, groom of Private I, were both honored for their contributions.



Marketa Churova

Silvano Chavez

Each groom received an embroidered canvas tote bag from SmartPak that included a \$50 gift certificate from EquiFit; a tack room pillow from Haygain; a salt lick holder from Got Salt?; a custom belt from Boy-O-Boy Bridleworks; leather cleaner and conditioner from Sterling Essentials; a yoga mat, Busy Buddy, insoles and gift card from ThinLine; a beautiful oak tack box from the horse show plus souvenirs and a cash prize courtesy of The Grooms Award Ltd.

The Grooms Award, Ltd. presented additional gift bags to grooms of all the horses entered in the Grand Prix and Hunter Derby. Those bags from SmartPak included snacks, drinks, an EquiFit facemask, entry into a drawing for an HG One Hay Steamer from Haygain valued at \$999, a \$10 gift card for Starbucks, a gift card from ThinLine, Tate's cookies and an assortment of Grooms Award items including a cap, a lanyard, a pen and a decal!

The Grooms Award Ltd. thanks all of the following sponsors and supporters:

Boy-O-Boy Bridleworks, EquiFit, Equestrian Sport Productions (ESP), Friends of Moira and George, GC Ponies and Robin Greenwood, GotSalt?, Haygain, Morrissey Management Group (MMG), Sterling Essentials, ThinLine, West Palms Event Management, SmartPak, and all other supporters of The Grooms Award!

Following are upcoming events at which The Grooms Award, Ltd. is scheduled to participate in 2021:

- 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

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.

For more information, or to donate, please visit www.groomsaward.org. The Grooms Award, Ltd. is also on Facebook and Instagram. #groomsrock