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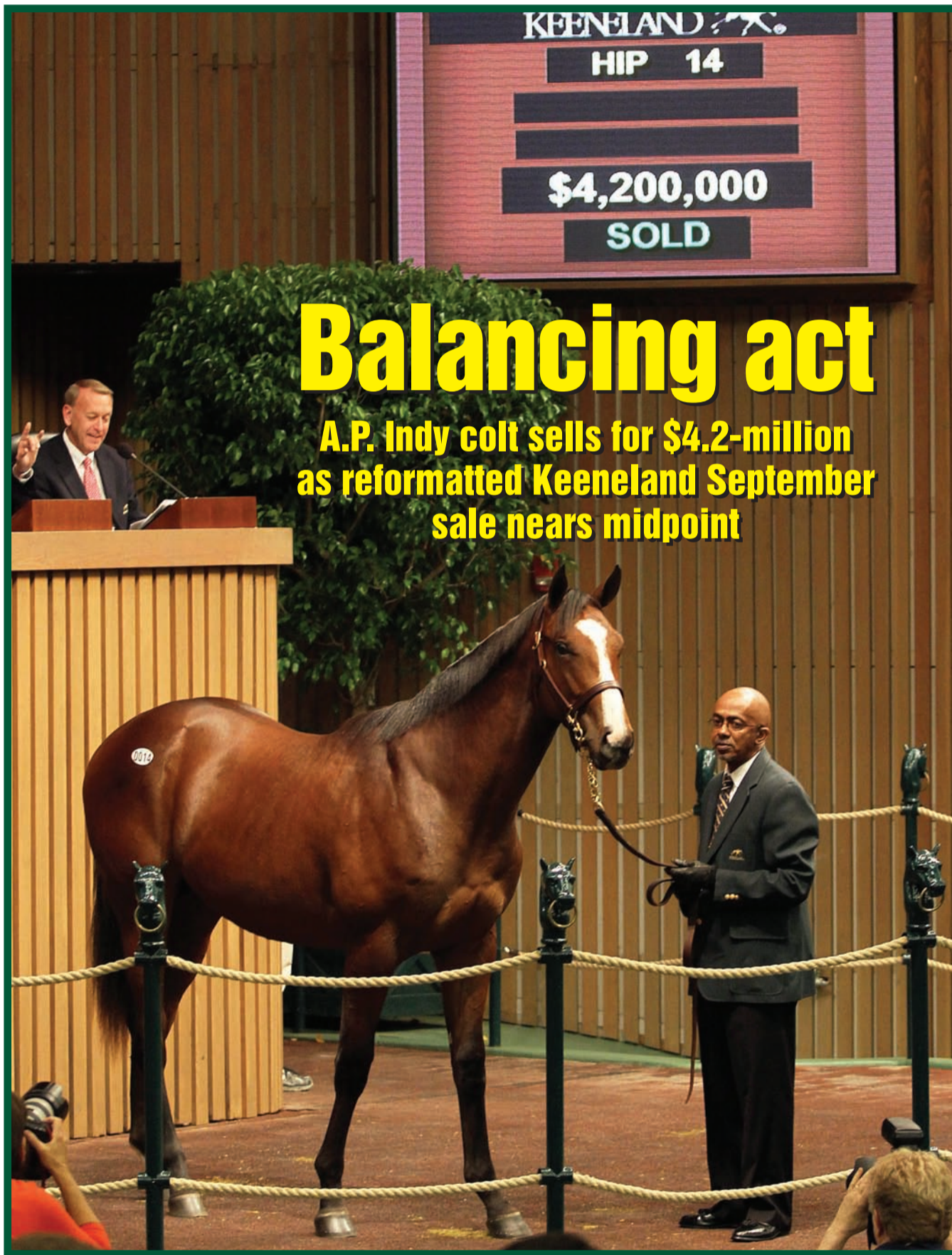
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Balancing act

A.P. Indy colt sells for \$4.2-million as reformatted Keeneland September sale nears midpoint

'Win and You're In' gets new look

Stakes program to help cover breeder awards, travel, entries

BY JEFF LOWE

NEW incentives tied to the Breeders' Cup Challenge series will come from funds that previously went to the Breeders' Cup stakes program, which Breeders' Cup Ltd. will discontinue after this year.

The program that supplements stakes purses at race-tracks throughout North America originally was scrapped at the end of 2008, when Breeders' Cup faced a budget deficit following that fall's economic collapse.

An outcry from nominators and owners prompted Breeders' Cup to restore the program at lesser levels for 2009 and '10. This year, \$4-million is allocated to 100 races. In 2007, the stakes program pumped \$8-million into 135 races.

Breeders' Cup President Greg Avioli said the \$4-million would cover new benefits for the winners of Challenge races in 2011, as long as they are Breeders' Cup nominated. Initiated in 2007, the Breeders' Cup Challenge "Win and You're In" series previously has offered only a guaranteed starting position in the World Championships. The Challenge consists of 66 races worldwide this year.

Next year, Breeders' Cup will issue \$10,000 breeder awards for every Challenge winner and offer travel subsidies and free entry for each Challenge winner that accepts its berth in the Breeders' Cup World Championships.

Total entry fees (including pre-entry fees with no fee to start) for the World Championships are 3% of the purse, topping out at \$150,000 for the \$5-million Breeders' Cup Classic (G1). The travel subsidies will be \$10,000 for horses based in North America and \$20,000 for horses shipping in from overseas.

"Most people felt for a long time, well beyond the last two years, that the stakes program was not achieving the goals that it was originally designed to, that there was a better use for that money; we just hadn't found it," Avioli said. "The real problem when we tried to discontinue the stakes program in the past—it was twofold—it wasn't replaced with anything, and it was communicated incredibly poorly. This year, it's almost dollar for dollar. The money from the stakes program



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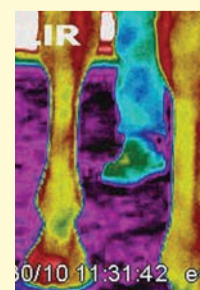
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