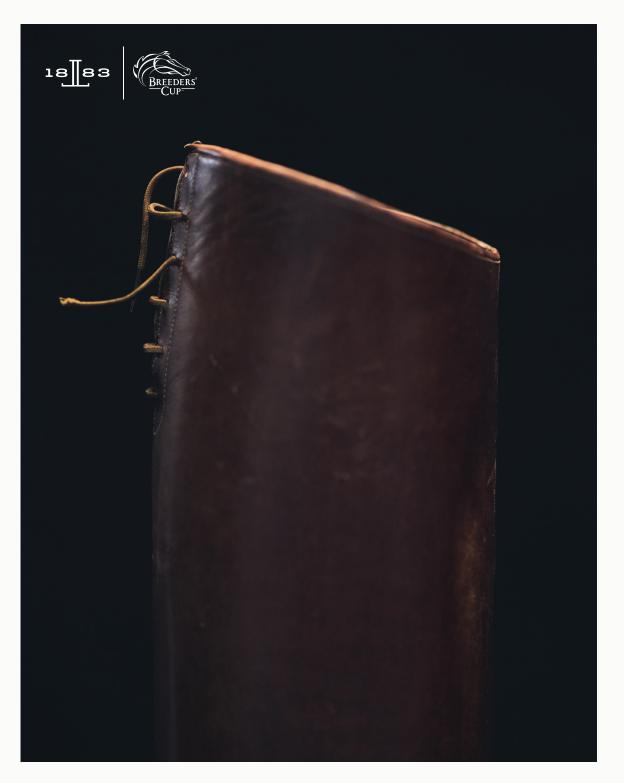


P. 21
SADDLING
HER DREAMS
P. 24
FIRST-TIME
WINNERS

BREEDERS'
CUPTO

OCTOBER 31-NOVEMBER 1 DEL MAR, CALIFORNIA







Lucchese Bootmaker proudly continues its partnership with the Breeders' Cup, returning as the exclusive Bootmaker and Official Western Wear Partner for the 2025 Breeders' Cup World Championships.



WELCOME TO THE 2025 BREEDERS' CUP WORLD CHAMPIONSHIPS

sthe top Thoroughbreds, jockeys, owners, trainers, and breeders from around the globe assemble in California, we are delighted to join the wonderful team at Del Mar in hosting you and your guests for our 42nd running.

At the Breeders' Cup, we recognize your profound passion, hardwork, and drive—the dreams and aspirations that define our great sport-and truly believe each participant deserves to be celebrated for the outstanding accomplishment of making it to the World Championships. Our team is committed to delivering an unparalleled experience from the moment you arrive in California until after you leave the track, hopefully with a trophy in hand.

The 2024 Breeders' Cup World Championships at Del Marachieved remarkable milestones, including a record \$203.7 million in global wagering and an unprecedented number of international starters, representing the pinnacle of worldwide competition. This year, the stellar hospitality, refined cuisine, fantastic entertainment, and personalized service you expect will

be delivered once again "Where the Turf Meets the Surf" on the shores of the Pacific Ocean.

Our goal is to always leave a wonderful impact on the local community, and we deeply value our partners in the San Diego region for their support in bringing the World Championships back to Del Mar. We are also committed to giving back to the sport, its participants, and its fans through a variety of outlets, including Breeders' Cup Charities. You will read more about our exciting BCC initiative later in these pages.

Since our inaugural event in 1984 in California, Breeders' Cup Limited has distributed over \$1 billion in purses and awards back to the industry, celebrating more than 400 champions. Our mission, set forth at our founding, remains to conduct the Breeders' Cup World Championships at the highest levels of quality, safety, and integrity and to promote the growth of Thoroughbred breeding, racing, and sales through proactive leadership, innovation, and service. Your support is an essential component that enables us to fulfill that mission.

On behalf of the Breeders' Cup Board of Directors, Members, and our nominators from around the globe, thankyou for your extraordinary vision, enduring dedication, and pursuit of excellence. We extend our best wishes and hope you thoroughly enjoy the events surrounding our racing festival. Please do not he sitate to contact the Concierge Team for any assistance to enhance your experience. Thank you again for your participation in the 2025 Breeders' Cup World Championships.



DREW FLEMING President and CEO Breeders' Cup Limited

BREEDERS' CUP

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Your long-term peace of mind is always front of our mind.

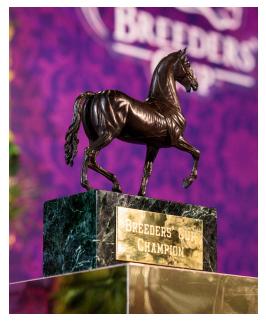
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A WORLD-CLASS WELCOME TO OWNERS

Breeders' Cup Experience Defined by Prestige, Personalization, and Pure Excitement

t the Breeders' Cup World Championships, our team is dedicated to ensuring that every participating owner enjoys an experience worthy of the exceptional competition that takes place on the track. Your ongoing commitment and the extraordinary caliber of the horses you bring help elevate the Championships into a truly global showcase.

From premium seating coordination to luxury accommodations and seamless travel planning, our Participant Concierge team is here to curate a flawless experience throughout your stay. Following the pre-entry stage on Monday, Oct. 20, all Breeders' Cup participants will receive a digital Welcome Packet The écorché containing key event details champion trophy; a flower blanket. and prompts for digital ticketing, transportation, and activity preferences.

The Breeders' Cup Participant Ticketing and Concierge Office, located at Mission Tower at Del Mar Thoroughbred Club, will officially open on Monday, Oct. 20. Please enter via Gate 1 on Jimmy Durante Boulevard, where staff will assist you upon arrival.

If you have any questions about your confirmed or tentative plans to join us at the Breeders' Cup, we're just a call or email away. We look forward to welcoming you—and wish you the very best of luck on race day.

PARTICIPANT CONCIERGE TEAM

Concierge@BreedersCup.com +1(859)422-2697

PARTICIPANT EVENT SCHEDULE

Immerse Yourself in World-Class Hospitality and Global Entertainment

MONDAY, OCTOBER 27

6:00-11:00am

BREAKFAST AT THE BREEDERS' CUP

Presented by WinStar Farm & Fasig-Tipton

Invitation only

Trackside Marquee, Del Mar Thoroughbred Club

3:30-8:00рм

ROOD & RIDDLE BREEDERS' CUP POST POSITION DRAW

Invitation only

3:30рм: Reception, 4:15рм: Draw Paddock, Del Mar Thoroughbred Club

TUESDAY, OCTOBER 28

6:00-11:00am

BREAKFAST AT THE BREEDERS' CUP

Presented by WinStar Farm & Fasig-Tipton

Invitation only

Trackside Marquee, Del Mar Thoroughbred Club

WEDNESDAY, OCTOBER 29

6:00-11:00am

BREAKFAST AT THE BREEDERS' CUP

Presented by WinStar Farm & Fasig-Tipton

Invitation only

Trackside Marquee, Del Mar Thoroughbred Club

7:00AM-5:30PM

PARTICIPANT TICKET COLLECTION

By prior appointment only

Participant Ticketing & Concierge Office,

Mission Tower, Del Mar Thoroughbred Club

12:00-8:00pm

OFFICIAL HOSPITALITY LOUNGES

Participant ticketing available upon request at hotels L'Auberge Del Mar, Fairmont Grand Del Mar,

The Lodge at Torrey Pines

5:00-9:30pm

KEENELAND CHAMPIONSHIP SALE

Invitation only, 21+

Paddock, Del Mar Thoroughbred Club

THURSDAY, OCTOBER 30

5:00am-8:00pm

OFFICIAL HOSPITALITY LOUNGES

Participant ticketing available upon request at hotels L'Auberge Del Mar, Fairmont Grand Del Mar, The Lodge at Torrey Pines

6:00-11:00am

BREAKFAST AT THE BREEDERS' CUP

Presented by WinStar Farm & Fasig-Tipton

Invitation only

Trackside Marquee, Del Mar Thoroughbred Club

7:00AM-5:30PM

PARTICIPANT TICKET COLLECTION

By prior appointment only

Participant Ticketing & Concierge Office, Mission Tower, Del Mar Thoroughbred Club

7:30-10:30pm

A CALL TO POST, THE OFFICIAL

WELCOME RECEPTION

Invitation only, 21+

Fairmont Grand Del Mar



RACE-DAY INFORMATION

Official race order and final post times for the 2025 Breeders' Cup World Championships will be released Oct. 22.

For the most up-to-date race-day information, including race times, please scan the QR code.

FRIDAY, OCTOBER 31

Future Stars Friday

5:00AM-10:00PM **OFFICIAL HOSPITALITY LOUNGES**

Participant ticketing available upon request at hotels L'Auberge Del Mar, Fairmont Grand Del Mar, The Lodge at Torrey Pines

SATURDAY, NOVEMBER 1

Championships Saturday

5:00AM-10:00PM **OFFICIAL HOSPITALITY LOUNGES**

Participant ticketing available upon request at hotels L'Auberge Del Mar, Fairmont Grand Del Mar, The Lodge at Torrey Pines

MADE FOR THE

Winner's circle



Certified

Corporation

makersmark.com

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OFFICIAL BOURBON OF 2025 BREEDERS' CUP WORLD CHAMPIONSHIPS

EVENTINFORMATION

Your Guide to Official Breeders' Cup Events

BREAKFAST AT THE BREEDERS' CUP

Presented by WinStar Farm & Fasig-Tipton

ROOD & RIDDLE BREEDERS' CUP POST POSITION DRAW

A CALL TO POST, THE OFFICIAL WELCOME RECEPTION

Monday, Oct. 27-Thursday, Oct. 30

Begin each day at this exclusive breakfast experience set against the backdrop of Del Mar's breathtaking sunrise. World-renowned Michelinstarred chef Curtis Stone returns to curate an indulgent culinary journey tailored for the discerning palate. Savor a bespoke morning menu as the world's most elite Thoroughbreds make their final preparations on the track—an extraordinary pairing of sport and sophistication.

Suggested Attire: Layers and comfortable footwear for the coastal morning breeze.

Invitation only. Entry with digital ticket.

Monday, Oct. 27

Access the heart of the Breeders' Cup World Championships with an invitation to the official Post Position Draw, an elegant and pivotal occasion broadcast live to a global audience. Set against the serene beauty of the Paddock at Del Mar Thoroughbred Club, this exclusive event offers Breeders' Cup participants and their guests a first look at the defining moment that shapes the path to victory.

Suggested Attire: Business casual with a stylish edge (don't forget your sunglasses).

RSVP required. Entry with digital ticket.

Thursday, Oct. 30

Step into the spotlight as the 2025 Breeders' Cup World **Championships officially** begin-a glamorous evening of global camaraderie, live performances, signature cocktails, and decadent post-dinner indulgences. This celebration exemplifies the heart of the sport: Owners with entries in the Championships will receive six exclusive invitations. Participating trainers, jockeys, and breeders are all invited to attend with a guest.

Suggested Attire: Cocktail (indoor/outdoor).

Invitation only, RSVP required, entry with digital ticket. Strictly 21+.



SHUTTLE SERVICE

A shuttle bus service is available between official hotels and the Del Mar Thoroughbred Club. Complimentary parking is also available at Del Mar.

For up-to-date information, including times for the complimentary shuttle bus, please scan the QR code.

REST ASSURED

Curated Hotel Access and Participant Benefits for Your Breeders' Cup Experience



HOSPITALITY LOUNGES

Relax, recharge, and connect at the official 2025 Breeders' Cup Hospitality Lounges, available at L'Auberge Del Mar, the Fairmont Grand Del Mar, and The Lodge at Torrey Pines from Wednesday, Oct. 29, through Sunday, Nov. 2.

These refined spaces offer a serene retreat for participants and their guests, featuring personalized service and thoughtful touches designed to enhance your stay. The Breeders' Cup Participant Concierge team will be available on-site to assist with ticket collection, it in erary guidance, and any bespoke requests.



OFFICIAL HOTELS

To ensure an exceptional experience during Breeders' Cup week, we have secured a collection of premium hotel room blocks near Del Mar Thoroughbred Club. Each owner (note: partners or syndicates count as a single ownership entity) will receive a \$1,500 credit toward accommodations at one of the preferred hotels listed.



Fairmont Grand Del Mar 5300 Grand Del Mar Ct. San Diego, CA 92130 GrandDelMar.com

L'Auberge Del Mar 1540 Camino Del Mar Del Mar, CA 92014 LAubergeDelMar.com

Hilton San Diego Del Mar 15575 Jimmy Durante Blvd. Del Mar, CA 92014 Hilton.com

Hyatt Regency La Jolla at Aventine 3777 La Jolla Village Dr. San Diego, CA 92122 Hyatt.com

The Lodge at Torrey Pines 11480 N. Torrey Pines Rd. La Jolla, CA 92037 LodgeTorreyPines.com

Reservations will be processed and confirmed on a first come, first served basis. Please note: All hotels listed have a minimum stay requirement of three nights between Thursday, Oct. 30, and Sunday, Nov. 2.



FOR PARTICIPANT HOTEL INQUIRIES

To reserve your stay, please contact Erin McLaughlin via Hotels@BreedersCup.com or +1(859)422-2675.

Visit the QR code to submit your request online. All bookings must be made through the Breeders' Cup Racing Office.



SMART ACCESS

From Streamlined Entry to Enhanced Privileges, Digital Ticketing Brings Convenience to Race Days

PARTICIPANT TICKETING GOES DIGITAL

Through a new multiyear partnership with Seat-Geek, the Breeders' Cup World Championships are introducing a more advanced ticketing experience for participants. This collaboration allows us to harness innovative technology to simplify purchasing, improve access, and deliver a more seamless and elevated Breeders' Cup experience.

Setting up your SeatGeek account is quick and easy-and our Participant Concierge team is here to assist you every step of the way should you have any questions.

OWNER SEATING & HOSPITALITY OPTIONS

Owners of horses entered in the Breeders' Cup World Championships will receive up to six (6) complimentary seats, along with one (1) complimentary preferred self-parking pass, on the day their horse runs. Additional seats may be available for purchase, subject to availability.

Owners may choose from premium dining, which includes a gourmet luncheon curated by Michelin-starred celebrity chef Curtis Stone. For those who prefer open-air seating, complimentary shaded options will be available in premium box seating located with the 16th pole and finish line. Guests in these locations will enjoy in-seat food and beverage service, with access to nearby upscale concessions.

While seating arrangements cannot be guaranteed, every effort will be made to accommodate individual preferences.

Owners will be asked to complete the digital Welcome Packet sent following pre-entry on Monday, Oct. 20, in order to request seats.

*Please note: A partnership, co-ownership, or syndicate is considered one owner.

WHAT TO EXPECT WHEN YOU COLLECT

Beginning on Wednesday, Oct. 29, you can collectyour participant portfolios from your hotel or on track at the Breeders' Cup Participant Ticketing and Concierge Office, located in Mission Tower at Del Mar Thoroughbred Club:

Tickets

All digital tickets will be issued to participants on Wednesday, Oct. 29, through their SeatGeek account.

Parking Passes

Preferred self-parking passes will be digital. Limousine, valet or charter Bus parking will be physical parking hang tags and will be included within your participant portfolio. Tip: There is a useful map on the back of each pass to show you the best route to take.

Participant Pin

These enameled lapel pins will provide access to the hotel hospitality lounges and Owner & Trainer Enclosure on track. Please note: These lapel pins do not allow access through the admission gates over Championship race days.

Paddock Passes

There will be the same number of Paddock Passes to complement your seat tickets, up to a maximum of 10 passes per owner.*

Gifting Lounge Voucher

Each owner will be provided with a Gifting Lounge Voucher to use at the Mission Tower Merchandise Pavilion.*

Participant Baseball Cap

We provide 12 complimentary baseball caps, personalized with your horse's name, for each owner.* Appreciating these are always popular, we will provide you with an order form in your Welcome Packet should you wish to order more.



SUN, SURF, U// SOMUCH MO



EAT

ANIMAE

Where steak-house tradition meets Asian fusion flair, this Marina District standout—helmed by 2024 James Beard Award Best Chef: California finalist Brian Malarkey—delivers bold, genre-blurring cuisine. Highlights of the menu include pork tomahawk tocino, Wagyu or crab fried rice, and a luxurious take on short rib kare-kare, all complemented by a curated selection of world-class sake.

AnimaeSD.com

CALLIE

For a dining experience shaped by the precision of a Daniel Boulud-trained chef, reserve a table at Callie, one of the most celebrated culinary destinations in the East Village. Helmed by chef Travis Swikard, the restaurant brings bold Mediterranean flavors to life. Guests can choose an artfully curated à la carte menu or indulge in a generous five-course, family-style feast. *CallieSD.com*

THE MARINE ROOM IN LA JOLLA

Sitting inside this 83-year-old restaurant inspires awe at the feat of engineering required. Diners, so much on top of the water that they feel like they're

practically in it, regularly get a floor show as the tide cascades into the windows. Enjoy abundant fresh seafood as you take in the ocean view.

MarineRoom.com

PAMPLEMOUSSE GRILLE

When it comes to postrace fine dining, Pamplemousse Grille is the equine community's preferred reservation. For just shy of 30 years, chef and owner Jeffrey Strauss has been serving the San Diego community internationally inspired dishes. Think: golden Osetra caviar service and a Wagyu surf and turf preparation of A5 cut—the highest grade in the Japanese Wagyu—and Maine lobster. *PGrille.com*

DRINK

BORN AND RAISED

If the races are your excuse to dress to the nines and toast in style, head to this chic Little Italy barwhere decadence isn't optional—it's expected. With a motto like "Take care of the luxuries and the necessities will take care of themselves," indulgence is the name of the game. Try the California Brandy, a riff on a Crusta made with caramelized orange cordial. Th rooftop bar is consistently ranked among San Diego's most iconic experiences.

BornandRaisedSteak.com



Pamplemousse Grille is an absolute must. The food? Outstanding. The vibe? Impeccable. The people? Even better. Jeffrey and Bill Strauss didn't just open a restaurant—they started a Del Mar tradition.

BILLY KOCH

FOUNDER AND MANAGING PARTNER, LITTLE RED FEATHER RACING CLUB



"

As a mom, I'm always drawn to places that offer something for everyone—and Encinitas Community Park truly delivers. With expansive play areas, open fields, and a skate park, it keeps the kids active and happy, while the walking paths and shaded seating give parents a chance to relax. It makes spending time outdoors enjoyable for the whole family.

CHRISTINA BLACKER

RACING ANALYST AND REPORTER, FANDUEL TV

MISTER A'S

For over 60 years, Mister A's has delivered unforgettable dining experiences—all served with sweeping 180-degree views of the downtown skyline. Revisit this classic to enjoy the reinvented menu by chef Stephane Voiztwinkler that includes dishes like Lion's Mane mushroom schnitzel, Bajastriped sea bass, and a lengthy cocktail list to match with creative takes like a Burnt Orange Old-Fashioned and Off Shore Account—a dark rum and kiwi concoction.

AsRestaurant.com

MONARCH OCEAN PUB IN DEL MAR

The embodiment of laid-back California cool, this panoramic Pacific-front bar serves up elevated coastal pub fare alongside frequent sets of live music on the deck. It's a favorite for Sunday brunch with a view; settle in with an espresso martini slushy and lobster Benedict while you watch the tide come in.

MonarchDelMar.com

THE WHALING BAR IN LA JOLLA

La Valencia is one of La Jolla's most iconic hotels. And now it has a bar to match. Originally opened in 1949, the space has been reimagined with a nod to the past and an eye for inventive new cocktails like the Green Dragon, an avocado tequila drink, and The Whaler,



From top: Booths at The Whaling Bar; a bartender mixes a drink at Born and Raised.

Bontantasea.

an after-dinner drink made with cognac and ice cream.

LaValencia.com/Dining/
The-Whaling-Bar

LISTEN

BELLY UP TAVERN

This storied venue is revered for its impeccable acoustics and intimate atmosphere—an essential stage for rising stars and legendary performers alike. From rock and alt to hip-hop, jazz, reggae, and blues, it's a cornerstone of North San Diego County's live music scene. *BellyUp-Tavern.com*

HUMPHREY'S CONCERTS BY THE BAY

Humphrey's Concerts by the Bay stands as the city's most picturesque outdoorvenue situated against the serene backdrop of San Diego Bay, drawing legends of jazz, soul, and rock to its iconic waterfront stage. On any given night, you might catch Elvis Costello or Pink Martini here.

HumphreysConcerts.com

THE RADY SHELL AT JACOBS PARK

You will not find better acoustics than this open-air venue operated by the San Diego Sym-

phony on the grounds of Embarcadero Marina Park South. With the bay breeze in your hair and a skyline backdrop, catch a dynamic lineup that spans Trombone Shorty to Alison Krauss and John Legend and hosts musicians year-round. A sonic night out that hits all the right notes.

TheShell.org

THE SOUND SAN DIEGO

San Diego's newest live venue sits surfside at the city's Fair Grounds and can accommodate up to 1,900 standing attendees but offers an intimate feel. With eight to 10 shows a month, ranging from Jason Mraz to The Flaming Lips, there's something symphonic for every taste.

TheSoundSD.com

PLAY

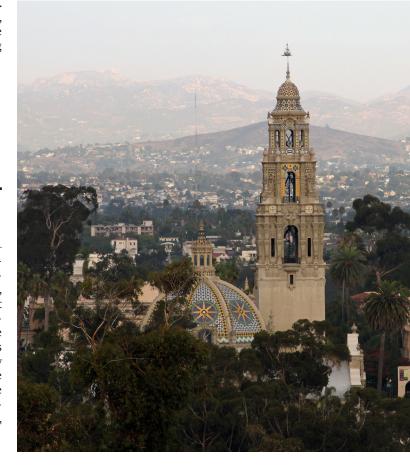
HIKE AT TORREY PINES STATE NATURAL RESERVE

Pack your hiking boots and explore a pristine coastal sanctuary perched above the Pacific, protecting one of the most fragile and breathtaking landscapes in California. This is the only place in the United States where the endangered Torrey pine—the nation's rarest pine tree—grows wild. You'll find the species thriving among windswept cliffs, sandstone canyons, and sweeping ocean views.

TorreyPine.org













I always recommend embracing both nature and local hospitality. Any of the hiking trails at Torrey Pines are fantastic; the views overlooking the Pacific are simply spectacular. For dinner, head to Market Restaurant + Bar. The atmosphere is refined yet welcoming, and its menu never disappoints.

ARON WELLMAN

PRESIDENT AND FOUNDER,
ECLIPSE THOROUGHBRED PARTNERS



I'd definitely recommend checking out Steak 48— it opened last October and hasn't missed a beat. Whether it's a fillet or a rib eye, you really can't go wrong. I'm a steak and potatoes kind of guy, and throw in a nice glass of red wine? That's my kind of evening.

MIKE SMITH

HALL OF FAME JOCKEY

KAYAK THE LA JOLLA SEA CAVES

San Diego's rich sea life is one of its most captivating attractions, and one way to get a closer look is by kayaking the La Jolla Ecological Reserve and Underwater Park. While paddling through the 75-million-year-old sandstone caverns, look for dolphins, leopard sharks, and sea lions.

LaJollaKayak.com

LITTLE ITALY

A stable of diverse businesses and residents since the 1920s, this walkable neighborhood is brimming with buzzy cocktail bars, craft breweries, and patio-lined restaurants. Upscale boutiques, indie music venues, and inviting piazzas lend a distinctly European feel, while the beloved Little Italy Mercato Farmers' Market draws locals and visitors alike with its mix of fresh produce, artisanal fare, and handmade goods.

LittleItalySD.com

VISIT BALBOA PARK

The cultural heart of San Diego and one of the largest urban parks in the country, Balboa spans 1,200 acres and is home to 18 world-class museums, lush botanical gardens, acclaimed restaurants, and over 65 miles of scenic trails. Don't miss the iconic San Diego Zoo, tucked within this hub of art, nature, and discovery.

Explorer.BalboaPark.org

SOAK UP THE SERENITY

Surround yourself in the laid-back luxury of San Diego.
Soak up 70 miles of stunning shoreline. Pamper yourself poolside at a top-rated resort. Indulge in morning strolls along the beach, afternoon boutique shopping, and an evening of Michelin-starred dining.
No matter the setting, serenity comes easily here.





MEET LIZ SQUYRES, THE DALLAS-BASED ENTREPRENEUR WHO, THANKS TO A WHIM AND A COLD CALL, IS LEADING THE SADDLE TOWEL RACE



While the world anticipates the thundering spectacle on the track at the Breeders' Cup World Championships, there's another race unfolding behind the scenes—quieter, but no less exacting. It begins not with a starting bell, but with a Monday morning email. That's when Breeders' Cup officials send the final roster of competing horses to Liz Squyres and her team at B2B Casuals in Dallas, who custom embroider the event's iconic saddle towels. From that moment, they're off and running—matching the speed and precision of the horses themselves.

"We're able to get the towels in the Breeders' Cup hands within 36 hours after receiving the names Monday for races on Friday and Saturday," says Squyres, owner of the custom embroidering shop, who, as a racehorse owner herself, gets a rush out of the considerable jockeying involved in making some 500 towels for the Breeders' Cup alone. Saddle towels, it turns out, are a complicated rectangle of



Clockwise from far left: AB2B Casuals employee sews a saddle towel; an embroidery machine; B2B manager Jose Andrade with Liz Squyres; the finished Breeders' Cup saddle towels.



fabric, especially for an event like the Breeders' Cup. "There are 14 different races, and we need the right horse name on the right race towel, with the right number, with no time to redo anything," she adds. "It's definitely a race for us."

Squyres, however, is used to hopping in the saddle and trusting her instincts. Or at least, holding on when she's not sure where or how she's going. Which is exactly how she and her husband got involved in Thoroughbred racing to begin with—on a whim. "We went to a race for my husband's birthday in Louisiana, then drove to another track in Evangeline the next daywhere there was a horse sale, and we ended up buying a truckload of horses. We didn't know any better," she says, laughing. "We were a lotyounger then—you do spontaneous things."

Despite "not having any idea what we were getting into," Squyres and her husband had good horse sense. One of their horses had been in a stakes race at Lone Star Park at Grand Prairie in Texas, after which Squyres came home with a saddle towel that she wanted to keep. "But when I tried to fold it, it was all crooked," Squyres says. She grew up in the country and learned to sew in Michigan 4-H programs, so she knew she could do better than that. That's how, in 2001, she got started with saddle towels.

Meanwhile, Squyres and her husband had moved from Dallas to Kentucky with their horses, one of whom, in 2003, foaled Flashy Bull, a Triple Crown contender in 2006. In addition to Thoroughbred breeding and racing, the couple opened the Equine Depot, a horse supply store





with a small embroidery division that was picking up speed. Squyres had won saddle towel contracts with Keeneland and Del Mar, "and I

was beginning to think we might be on to something," she says. When they moved back to Texas to be more hands-on with their main business of cargo control, they closed Equine Depot and moved the saddle towel and embroidery

business to Dallas.

As it is for most horsemen, the Breeders' Cup had always been at the heart of her racing dreams. After all, what trainer doesn't long for that iconic towel emblazoned with their horse's name? So in April 2006, while back in Kentucky to enter one of their horses at Keeneland, Squyres trusted her gut. She made a cold call to the Breeders' Cup office-and it paid off.

"Before I left Dallas for Kentucky, we had made some samples for the Breeders' Cup. My plan was just to leave them and be on my way back to Dallas," Squyres says. "But when I spoke with the receptionist and told her I would like to drop off some samples, she said, 'Waita moment' and made a call. Next thing I knew, I'm headed up to the fifth floor to speak with Dora Delgado. My heart was in my throat. I wasn't ready to talk to someone-I certainly wasn't dressed or prepared to make a pitch."

Turns out, she didn't need to. As soon as Delgado, executive vice president and chief racing officer for The Breeders' Cup, saw the quality of the samples, she was sold.

"It was total serendipity," says Delgado, who, unbeknownst to Squyres, was on the hunt for a newvendor. The expansion of the Breeders' Cup had outpaced the capabilities of the one-woman shop they'd previously worked with. "I could tell immediately that the quality of what she showed mewas so far above what we'd been getting," says Delgado. "Everything about Liz's operation is first-class. The turnaround is swift and flawless. The towels themselves are so stunning and the colors so vivid. They've finessed the size perfectly to fit all the necessary sponsor and race logos and names while ensuring it doesn't interfere with the jockeys or the horse."

Getting that initial Breeders' Cup order put Squyres in the winner's circle. "It gave B2B Casuals the spark that we needed. And believe me, we name-drop whenever we speak to a new prospect in racing," says Squyres, who has since won the Churchill Downs contract and now provides custom saddle towels for nearly four dozen tracks. B2B Casuals' other products include jackets for Derby sponsors, jockey tees and paddock vests for grooms, as well as replica towels for mementos. Some are made into pillows, even Christmas stockings.



"I'd never thought about the replica business, but God bless the big syndicates who want to frame the towels and put them in their man cave," Squyres says. "And I get it. The Breeders' Cup is the ultimate. There are many different types of horses and race choices. And their purses are phenomenal." As, evidently, are their saddle towels.



Medel

SIX TRAINERS ENJOYED the thrill of a BREEDERS' CUP BREAKTHROUGH at the 2024 WORLD CHAMPIONSHIPS



McPEEK'S MISSILE: THORPEDO ANNA RIGHT ON TARGET

Longines Breeders' Cup Distaff

It wasn't that he never had a shot. It's just that the shots weren't quite landing.

Kenny McPeek had lost at the Breeders' Cup in almost every way imaginable. With seven seconds and 10 thirds, his runners were finishing in the money nearly half the time, but it still added up to a 0-for-37 record.

"It was frustrating," McPeek concedes, reflecting on the road to his first win at the World Championships. "Every time I took a horse over there, I was pleased with how they ran, but I had zero wins. I couldn't explain it other than you just keep trying."

After 40 years in the business, McPeek entered last year's Longines Breeders' Cup Distaff (G1) with what looked like his best shot yet. Thorpedo Anna had cruised through a nearly undefeated 3-year-old season, highlighted by a definitive Kentucky Oaks (G1) victory and a gutsy runnerup effort in the Travers Stakes (G1).

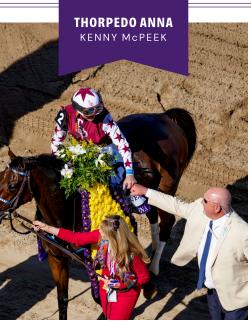
"There were a lot of people who really wanted me to run her in the Classic against colts," McPeek admits. "But honestly, I wanted to get the Breeders' Cup win."

McPeek and the rest of the Thorpedo Anna camp, including jockey Brian Hernandez Jr. and the ownership group of Brookdale Racing,

Mark Edwards, Magdalena Racing, and co-owner and breeder Judy Hicks, were feeling confident about their chances, but of course there are no sure bets in horse racing.

"We worked hard to enjoy that week," McPeek recalls. "We didn't overcomplicate it. I felt like, on paper, she had a real chance and you just hoped that Brian didn't have any trouble. When she got away clean and Brian was able to put himself up on the pace with her, Thorpedo Anna did the rest of the work."





Exactly 30 years after making his Breeders' Cup debut, McPeek finally hit the mark. And perhaps the fact that his first win came with a future Horse of the Year made the victory that much sweeter.

"There is a long list of very talented horsemen who have never won [at the Breeders' Cup]. So it's no disgrace to have not won, but to finally win one was nice," he says. "I think the event altogether epitomizes the sport and how difficult it is. To hit that high level at the Breeders' Cup means everything."

McPeek has built a reputation as one of the sharpest eyes on the sales grounds, known for spotting talent others might overlook. He purchased Thorpedo Anna for just \$40,000, and she is now his all-time leading earner.

"Thorpedo Anna has got this aura about her," McPeek explains. "When you're in her presence, she really knows she's good. She's ultraintelligent and obviously ultratalented. These kinds of horses are really rare. I'm really proud to have found her at auction and to be able to have handled her and seen all the things she has accomplished."

MAGNUM FORCE DELIVERS EMOTIONAL WIN FOR LYONS

Breeders' Cup Juvenile Turf Sprint

County Meath, Ireland-based trainer Ger Lyons has built an imposing international reputation, from winning the 2007 Queen Mary Stakes (G2) at Royal Ascotwith Elletelle to scoring two Irish Classic victories in 2020 with Siskin in the Irish 2.000 Guineas (G1) and Even So in the Irish Oaks (G1). In his third Breeders' Cup appearance, Lyons earned another breakthrough victory when Abdulla Al Khalifa's Magnum Force claimed a thrilling edition of the Breeders' Cup Juvenile Turf Sprint (G1).

After the race, a visibly emotional Lyons remained characteristically humble and humorous, saying, "The secret to training winners is getting the horses—it's as simple as that. If a clown like me can train a winner of a Breeders' Cup, anybody can."





MORE THAN LOOKS LEAVES DEVAUX AT A LOSS FOR WORDS

FanDuel Breeders' Cup Mile

If you told Cherie DeVaux last summer that More Than Looks would start in and win the Fan Duel Breeders' Cup Mile (G1), even she might have been surprised. The aptly named son of More Than Ready did not debut in 2024 until Aug. 11, finishing second in the Fourstardave Handicap (G1), and it took a masterful training job by DeVaux to have her colt ready to win at Del Mar less than three months later off just one other start, a runner-up finish in the Oct. 5 Turf Mile Stakes (G1) at Keeneland.

After eight years as an assistant to Chad Brown, working with Breeders' Cup champions like Lady Eli, Rushing Fall, and Good Magic, DeVaux stepped out on her own in 2018. With More Than Looks, it was DeVaux's turn to take the spotlight.

"Everything hit all at once [when More Than Looks won]," DeVaux says, reflecting on the big win. "The emotions. Everything went as well as we could have hoped for. I don't know how to say it in words. It's unbelievable. We had a lot of faith in him from the beginning, but things did not go exactly to plan... All the credit goes to More Than Looks,"



SOUL OF AN ANGEL GIVES JOSEPH MOMENT TO CHERISH

PNC Bank Breeders' Cup Filly & Mare Sprint

Growing up in Barbados, Saffie Joseph Jr. spent every spare moment in his father's stable. He cleaned stalls, picked feet, and dreamed of training himself one day with the hopes to perhaps reach the upper echelons of racing. "You grow up watching the Breeders' Cup, the Derby," Joseph says. "Those are the pinnacles of racing." Joseph realized those dreams when his trainee, Soul of an Angel, flew home to win the PNC Bank Breeders' Cup Filly & Mare Sprint (G1). As soon as she crossed the wire, Joseph turned to celebrate with his father, the man who introduced him to the sport.

"To get our first Breeders' Cup with Soul of an Angel was a dream come true," Joseph says. "Amoment you cherish for life. You almost have to feel it to believe it."

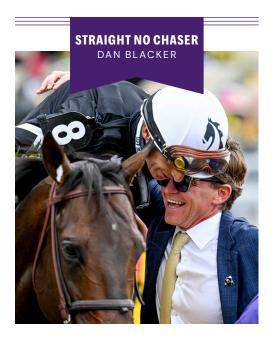
ATTARD CELEBRATES CHAMPION MOIRA

Maker's Mark Breeders' Cup Filly & Mare Turf

Moira has been the definition of a horse of a lifetime for Kevin Attard, a second-generation trainer based at Woodbine Park. The Ontariobred superstar gave Attard one of his most meaningful victories when she won Canada's historic Oueen's Plate Stakes in 2022. After two Maker's Mark Breeders' Cup Filly & Mare Turf (G1) appearances-finishing fifth in 2022 and third in 2023-Moira made her final start for Attard a memorable one in the 2024 Breeders' Cup Filly & Mare Turf when she took the lead at the top of the stretch and never looked back.

An elated Attard said afterward, "It was nice to see her put it all together today and show everybody that she is a true champion."





BLACKER HUMBLED BY STRAIGHT NO CHASER'S SUCCESS

Cygames Breeders' Cup Sprint

AGodolphin Flying Start internship with Hall of Fame trainer Richard Manella was all it took for Dan Blacker, a native of Oxford, England, to set his sights on becoming a top trainer in America. In 2011, Blacker launched his stable in California and saddled his first Breeders' Cup starter, Hit the Road, in 2019. That colt finished a distant 14th, and it would be five years before Blacker returned to the World Championship meet, but that long-awaited return resulted in success. In 2024, Blacker's speedy trainee Straight No Chaser stormed down the lane at Del Marto capture the \$2 million Cygames Breeders' Cup Sprint (G1) en route to Eclipse Award honors as the champion male sprinter of the season.

"Winning a Breeders' Cup has been a goal of mine since I first started training," Blacker says. "To do it with a horse like Straight No Chaser—whomwe've believed in from the start—makes it all the more meaningful. It's the kind of moment youworkyourwhole life for, and to see it become reality is truly humbling and unforgettable."

BREEDERS' CUP MEMORIES

Thrill of Victory, Ecosystem of Care Highlighted on Breeders' Cup Website

Don't miss a moment of the Breeders' Cup Breakthrough series appearing on BreedersCup.com. Produced in partnership with Thoroughbred Daily News (TDN), this new six-episode multimedia program showcases the thrill of victory at the World Championships from the perspective of six trainers who reached the pinnacle at Thoroughbred racing's international festival for the first time last year. Hear about each trainer's experience on the road to securing that success, what the breakout win means to them personally, and what they hope to accomplish from here.

Returning after a successful debut season is the popular Breeders' Cup Connections, another series produced in partnership with TDN, which highlights the stories of the horse and human bond between Breeders' Cup contenders and those who work with them daily behind the scenes.

For more, scan the QR code or visit BreedersCup.com/Video







WHERE THE TURF MEETS THE SPOTLIGHT

Hollywood's favorite seaside escape—where glamour, gallop, and golden-age nostalgia still reign

t's difficult to fathom in our age of 24/7 celebrity coverage and viral gossip, but there was once a time when the stars of the silver screen felt utterly untouchable—distant icons flickering across silent reels, far removed from the public's daily life. Before red carpet stories, tabloid headlines, and paparazzi snapshots filled newsstands, the mystique of a Hollywood star remained intact. Unless you lived in Hollywood itself, your chances of glimpsing a true starlet were slim to none. The arrival of Del Mar Thoroughbred Club began to shift the tide.



BINGITON

Surprisingly, the seaside racetrack flung open its gates at the height of the Great Depression—a bold move in bleak economic times. However, not even a financial downturn could dim its star power, especially with none other than Bing Crosby at the helm.

"Bing was the guy who got it off the ground," says Joe Harper, former executive vice president of Del Mar and grandson of Academy Awardwinning director Cecil B. DeMille. Indeed, it wasn't merely Crosby's star wattage that brought the racetrack to life. It was his infectious boosterism, his knack for making the place feel glamorous and accessible, that persuaded the rich and famous to claim Del Mar as their weekend playground.

"He was a fine singer but also a remarkably savvy promoter," Harper says. "Bing started bringing his friends down—and just like that, people followed."

Though "inviting" might be putting it politely. As Harper tells it, Bob Hope once confided that Crosby's version of an invitation was more of a directive. "Hope said, 'When Bing told you, I want you guys down here—you went."

THE WINNER'S CIRCLE

Once Crosby had the attention of Hollywood's elite, his next challenge was to keep it. Fortunately, horse racing was already a beloved pastime in California, and Crosby stocked his board with individuals interested in cinema and equine entertainment. The founding board of the Del Mar Turf Club read like a who's who of goldenage Hollywood. Alongside Bing Crosby sat film executive William Quigley, actor Pat O'Brien (of Angels with Dirty Faces and Knute Rockne, All American), comedian Oliver Hardy of Laurel and Hardy fame, and actor-director Lloyd Bacon.

As Del Mar's reputation swelled, so too did the roster of its illustrious admirers—Oscarwinners Gary Cooper and Clark Gable, dancer and actor George Raft, and vaudeville icon Joe E. Brown all joined the board.

While the era's gender norms may have precluded them from boardroom seats, Tinseltown's leading ladies made their presence unmistakable in the grandstands, turning heads and setting trends with every appearance.

Actress Barbara Stanwyck grabbed attention while presenting the Inaugural Handicap trophy on July 3, 1937, when Del Mar's gates first opened.

TURF-TO-TABLE

But the true enchantment unfolded with the debut of the Turf Club—a refined yet rollicking retreat where the revelry only began once the final horse had thundered past the finish line.

"They'd keep the veranda open and host Saturday night dinners," Harper recalls. But the real allure? "Bing and Bob Hope would start clowning around at the piano," he says. "Bob once told me that's how they came up with the idea for their Road films."

If you were lucky enough to get a seat at one of the Turf Club tables, you might also be rewarded with a close personal view of other celebs in the audience. Lucille Ball and Desi Arnaz were known to share a table in the clubhouse. Crosby couldn't keep Hollywood away.

According to racing historian Jennifer Kelly, Mickey Rooneywas known to pilot his Piper Cub to San Diego just to catch an afternoon at the track. Betty Grable once quipped that one of the perks of owning a beachfront home in Del Mar was its proximity to the races. And Stanwyck's love of the sport ran even deeper—so much so that she purchased a nearby ranch where she bred Thoroughbreds throughout the 1940s.

CUETHE CHORUS

With leading men and ingenues aplenty, all that was needed was a rousing anthem—a song worthy of the chorus of Del Mar devotees ready to raise their voices in celebration. Ever the showman, Crosby rose to the occasion, commissioning songwriters Jimmy Monaco and Johnny Burke in 1938 to compose "Where the Turf Meets the Surf"—a melodic marketing masterstroke designed to capture the charm and glamour of Del Mar's seaside oval.

To roll it out to appropriate fanfare, they hosted an event befitting of a film premiere—what else?—Motion Picture Day. The song made its debut on NBC radio ahead of the 1938 racing season, promoted by Crosby himself alongside Pat O'Brien and Oliver Hardy. To this day, "Where the Turf Meets the Surf" echoes through the grounds before the first race and again at day's end.

World War II brought racing at Del Mar to a halt, as the grounds were transformed into a Marine training base and later a site for assembling B-17 bombers. But Hollywood's elite were quick to return at the end of the war. In fact, the first opening day after the war ended, a record-breaking 20,324 fans entered the gates.

Elizabeth Taylor, the Marx Brothers, Charlie Chaplin, and Cecil B. DeMille–Harper's own grandfather–were among those who followed. And plenty of new stars still come today.

"Del Mar has always had that Hollywood kind of feel," Harper says. "And we've done everything we can to make sure it still does."



Clockwise from top left: Harry James and Betty Grable in their box at Del Marin 1959; Barbara Stanwyck and Robert Taylor on Del Mar's opening day in 1937; Lucille Ball and Desi Arnaz; Del Mar's general manager Bill Quigley, president Bing Crosby, and vice president Pat O'Brien.

HOMAGE TO HERITAGE

Acclaimed southwestern painter S. M. Chavez captures the bond between horse and rider

lone vaquero sits astride a chocolate-brown horse, poised at the edge of a sweeping desert valley. His silhouette, marked by the tall crown of his sombrero, mirrors the angular ascent of clouds stretched across the sky—abstract, modern strokes rather than the soft, familiar puffs of white. His expression remains a mystery, yet the muted palette of earthy browns and dusky purples hints at the weariness of a long, dust-choked day spent in the saddle. The widelegged chaps, faded and frayed from countless trails, speak to a life etched by grit and endurance.

This is the Southwestern world of S. M. (Sean Michael) Chavez, an acclaimed oil painter whose work serves as both a vivid homage to his New Mexican roots and a profound expression of his heritage—a lineage forged by the rugged spirit of vaqueros, Mexican cowboys. Chavez's artistic mastery has propelled him to the vanguard of the Western art world, with his evocative paintings gracing the collections of prestigious institutions such as The National Cowboy & Western Heritage Museum, Cross Gate Gallery, Briscoe Western Art Museum, The Eiteljorg Museum of American Indians and Western Art, and The Coors Western Art Show.





Yet, Chavez's artistic reach extends well beyond his signature Southwestern landscapes, resonating even within the elite circles of Thoroughbred horse racing. This year, his talent takes center stage as he assumes the esteemed role of official artist for the 2025 Breeders' Cup World Championships.

"I'm thrilled to be doing it," Chavez reflects, his words underscoring a deeper sense of gratitude for the life he has cultivated. Remarkably, the flourishing career of this widely celebrated commercial artist is actually a second act—a transition born from patience and perseverance.

"At twenty, it became abundantly clear that I was simply too young, too naive, and lacking the necessary life experience to pursue a career as a full-time artist," Chavez admits. Determined to hone his craft and expand his

perspective, Chavez enrolled at the Southwest University of Visual Arts, then embarked on a two-decade journey as an award-winning graphic designer-a path that ultimately shaped the artist he is today.

Amid the isolation of the pandemic, however, Chavez found himself unable to suppress his innate drive to paint. "I like to say, 'the pilot light was always lit," Chavez says. Compelled to create, he immersed himself in his craft, ultimately amass-

ing a body of work that he deemed worthy of presentation. Determined to take the next step, he set his sights on Santa Fe's prestigious Acosta Strong Fine Art. Yet, as fate would have it, his reputation had already paved the way. The gallery team, well acquainted with his talent before he even crossed the threshold, immediately agreed to showcase his work. Remarkably, his first painting sold within hours of its debut.

The power of Chavez's work is in his mastery of visual communication, blending a nostalgic patina with a contemporary mood.

"I do kind of walk this line between old and new quite often," Chavez says. "My work references a lot of the Taos artists and the Western masters, as I like to call them. But also, there are elements of what you might call a little more contemporary, I suppose, or something that breaks the rules of that genre a little bit."

What remains classically aligned with American regionalism, however, is Chavez's reverence for the horse—a symbol deeply embedded in his artistic narrative. After all, what is a vaquero without his trusty steed? In Chavez's work, the horse is not merely a subject but a living embodiment of heritage, strength, and the enduring spirit of the American West.

Ironically, Chavez admits that he is not a cowboy himself. "While I do ride on occasion and am familiar enough with horses to know that bringing a bag of apples and a few carrots on a photo shoot is usually a wise move, I would hardly call myselfavaquero," he concedes. Butyou wouldn't know it by looking at his canvases.





Chavez's artistic mission is not rooted in capturing the minute anatomical precision of every sinewy From lower left: Watchers; Chavez in his studio; From Here to...; Luna Azul.

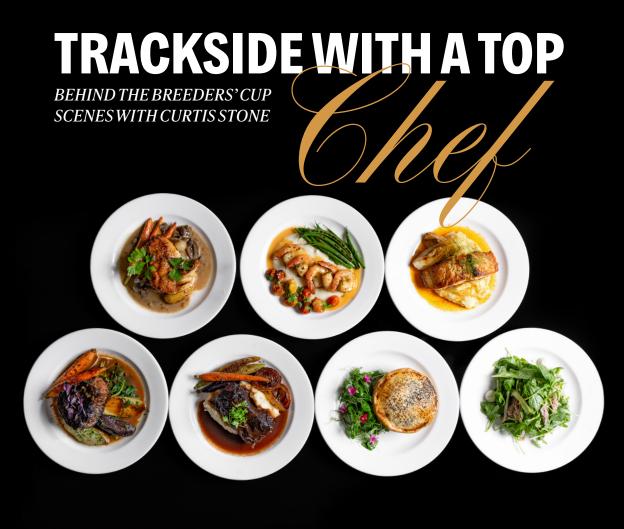
muscle or the flick of a tail. Instead, his paintings are distinguished by their ability to evoke the almost symbiotic relationship between horse and rider-a connection that transcends mere representation and certainly speaks to every jockey who has ever galloped a racehorse to the finish line at the World Championships.

"I want that to come out in my Breeders' Cup piece-that connection between horse and rider," Chavez says.

For Chavez, this piece is more than just an artistic endeavor; it's a continuation of his mission to honor the often-overlooked Latino identity, an intentional challenge to the conventional Western art narrative. Just as he elevates the contributions of Latino horsemen to American culture, he sees the World Championships as an opportunity to similarly highlight the many Latino jockeys who have historically dominated

"Because that tradition is part of my heritage, it's something I connect with authentically," Chavez says.

As he embraces his role as the official artist for the 2025 Breeders' Cup World Championships, Chavez's vision remains unwavering: to infuse his work with the same reverence he brings to his evocative Southwestern scenes and to portray each image with confident brush strokes of honesty. EC



hen most people think of the Breeders' Cup World Championships, they picture thundering hooves. But for Michelin-starred

chef Curtis Stone, the founder of Gwen Butcher Shop & Restaurant and The Pie Room by Curtis Stone in Los Angeles, the race starts long before the first horse leaves the gate. In January, prep begins with a culinary kickoff call. Things kick into high gear by May with the first round of menu proposals, then recipe testing and approvals. By August, vendor orders have been placed. But it's really the race days themselves when things get hot in the kitchen. To make the magic happen, Stone sends eight chefs to the racetrack to work alongside the Del Mar execu-

tive chef team. While the rest of the track is still stretching into daylight, Stone's culinary team is already deep in prep-chopping vegetables, searing meats, and plating as many as 500 pounds of eggs and 150 pounds of bacon, not to mention serving 5,500 coffees, lattes, and cappuccinos- with the kind of precision you'd expect from an acclaimed kitchen.







PLAY-BY-PLAY

Here's a rundown of how Stone and his team get off to races.

WEDNESDAY, OCTOBER 22

All Day

5:00AM

Kitchen build-out at Del Mar begins.

MONDAY, OCTOBER 27-THURSDAY, OCTOBER 30

2:00_{AM} First batch of staff arrive at the race track to start prep for the invitation-only Breakfast at Breeders' Cup.

The rest of the kitchen staff arrive, bringing the total to 40 from Stone's team to serve the trainers, jockeys, and owners.

8:00_{AM} On Thursday, Stone meets with the media.

FRIDAY, OCTOBER 31 AND SATURDAY, NOVEMBER 1

RACE DAYS

4:00 AM 15 kitchen crew arrive in the Trophy Lounge to begin prep.

8:00AM 25 additional kitchen staff arrive along with 20 bartenders, eight managers,

and 40 servers to handle front-of-house prep.

11:00 AM Lunch service begins.

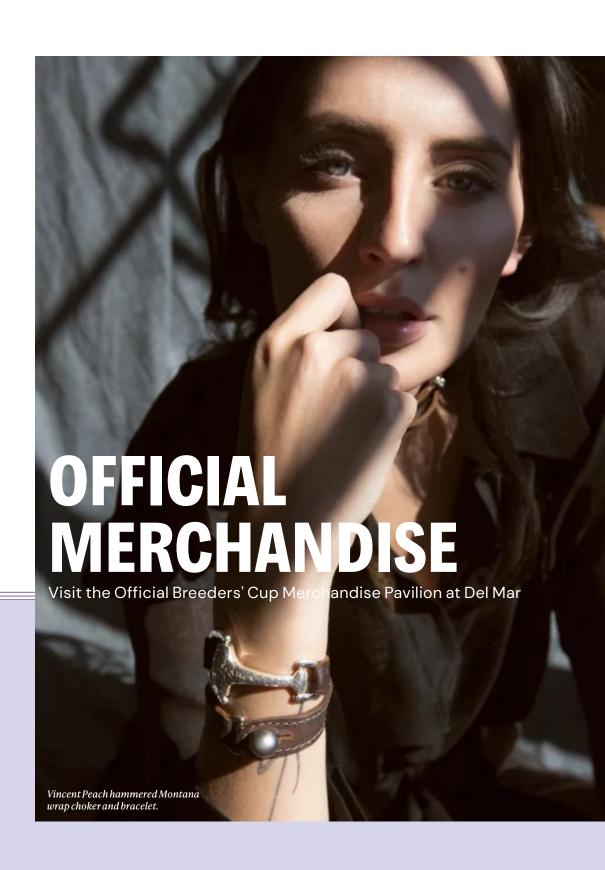
12:00_{PM} Stone walks the purple carpet.

2:00pm Dessert table arrives. Stone and his family join guests in the Trophy Lounge

to watch the races.

3:00PM Bombolini Cart and Espresso service begins on the Lower Patio.

4:00_{PM} Hawker-style passed snacks service begins.











 $\begin{tabular}{ll} \textbf{CLOCKWISE FROM TOP LEFT:} A telier CG Songbird D-bit bracelet; A telier CG Lusitano stirrup bracelet and Vincent Peach chain slider necklace; Urban Equestrian halter bracket to te bag; Barbour waxed jacket. \end{tabular}$

 $\textbf{CLOCKWISE FROM TOP LEFT:} \ Urban \ Equestrian Aria \ chain \ tassel \ equestrian \ horse \ bit \ neck lace; \\ At elier CGAries \ \& \ Kenzo \ neck lace \ set; \ Urban \ Equestrian \ Dalton \ Italian \ leather \ shoulder \ strap \ and \ canvas \ body \ horse \ bit \ crossbody \ bag; \ Barbour \ quilted \ jacket.$















PURPOSE IN EVERY PURCHASE

Within the purview of Breeders' Cup Charities, industry causes are put at the heart of the action using the global stage of the World Championships to spotlight the vital work of Thoroughbred-focused nonprofits. In a powerful new initiative launched this year, 100% of Breeders' Cup royalties from merchandise sales will go directly to support these causes, which shows that style can make a difference.

Visit the official Breeders' Cup Shop online and sign up for the mailing list to receive exclusive news, special offers, and early access to limited-edition gear while supporting a greater cause.

DON'T MISS A BREEDERS' CUP MOMENT



FRIDAY, OCTOBER 31

4:00-8:00pm ET: USA Network/Peacock

SATURDAY, NOVEMBER 1

2:00-3:30pm ET: USA Network/Peacock 3:30-7:00pm ET: NBC Network/Peacock 7:00-8:00pm ET: USA Network/Peacock

All races will be streamed live on Breeders' Cup social channels and broadcast live on FanDuel TV.

In the UK/Ireland, tune in to Sky Sports Racing and Racing TV for live coverage.









The official race order and final post times for the 2025 Breeders' Cup World Championships will be released on October 22.



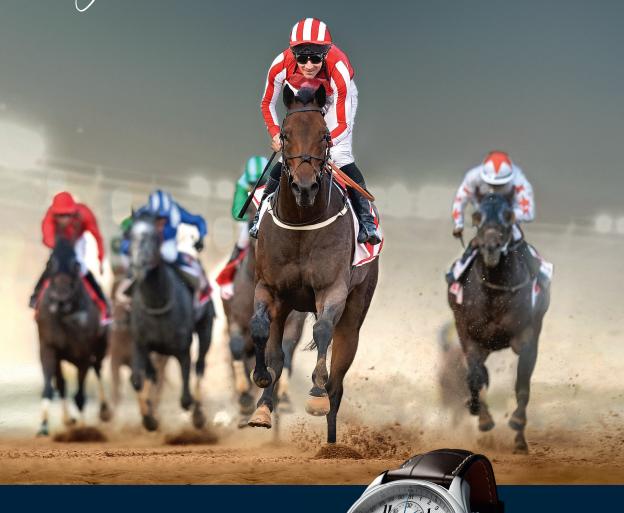
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