



Preakness Festival Maryland Horse Farm Tour 2025

REPORT & RECAP

Date: May 11, 2025 | Time: 11 a.m. to 3 p.m.

Meet Your Maryland Horses!



Maryland Horse.

Presented by:

Maryland Horse Breeders Association, Maryland Racing Commission, Maryland Million Ltd., Maryland Department of Labor, Maryland Department of Agriculture, and Maryland Horse Industry Board

Overview:

In celebration of the Preakness Festival and the Maryland Horse Industry, the 2025 Maryland Horse Farm Tour welcomed over 1,500 registered guests and 100s of walk-ins to 16 horse farms and equine facilities across Baltimore, Carroll, Cecil, Frederick, Harford, and Howard counties, all closely associated with the Maryland racing industry. Designed as a free, public-facing event, the tour opened the gates to some of Maryland's most historic and active horse farms that are associated with racing, giving attendees the rare opportunity to engage directly with the horses, farms, and people that drive Maryland's \$2.9 billion equine economy.



Featured Farms, Locations, & Businesses:

Merryland Farm & U.S. Pony Racing, Oldfields School, Willowdale Farm, Second Chances Horse Farm, Fair Hill Training Center, Equine Veterinary Care, Fair Hill Special Events Zone, Northview Stallion Station, Select Breeder Services, Sycamore Hall Farm, Winbak Farm, The Foxie G Foundation at Summer Wind Farm, Atlanta Hall, Bonita Farm, Foxhall Equine, and Chanceland.

In addition to the Horse Farms and Locations, the Horse Industry partnered with the Maryland Department of Agriculture's Maryland's Best program and

Craft and Cultivate to list close to 100 Agro-Businesses in each county for the public to partake in as well. Some locations took the opportunity to name beers after racehorses to celebrate the Preakness Festival. This year's theme, "Meet Your Maryland Horses," truly came to life as visitors explored where Maryland racehorses are bred, trained, live, work, and retire.

Attendance & Geographic Reach:

While the majority of attendees were Maryland residents, the event also drew horse enthusiasts from across the United States—including Washington, D.C., Florida, Georgia, Indiana, Missouri, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Carolina, Texas, Virginia, and West Virginia. Notably, a visiting family even came from Sydney, Australia.

Within Maryland, visitors represented nearly every region of the state, including:

Allegany, Anne Arundel, Baltimore, Calvert, Carroll, Cecil, Charles, Frederick, Harford, Howard, Montgomery, Prince George's, Queen Anne's, St. Mary's, Washington, Wicomico, and Washington, D.C

The majority of the visitors were families and celebrating Mother's Day. The farms and locations were thrilled by how many people from outside of their county drove to spend the day and business in their counties.



★ Snippets & Highlights from Participating Farms:

- Engaging demos and presentations on horse care and anatomy, including a horse dentist.
- Family-friendly activities: coloring books, maps, stickers, pony rides, and stick horses.
- Popular animal interactions: mares, foals, stallions, petting zoo, and retired racehorse Talk Show Man.
- Strong turnout from diverse visitors: urban families, 4-H groups, military mentors, cyclists, and first-time horse lovers.
- Featured events: Name-the-Foal contest, pony races, and tours of barns, fields, and high-end facilities.
- Farms served 4.5 gallons of ice cream; visitors enjoyed music, picnicking, and free exploration.



- Visitors praised hospitality, creativity, signage, and swag; many surprised by Maryland's horse industry size.
- Overwhelmingly positive feedback—especially from Baltimore City families and Mother's Day attendees.
- Personal tours, Q&A, and photo ops were big hits; many had never touched a horse before.
- Supplies ran out due to high attendance; strong recommendation for a multi-weekend format next year!



★ Media & Promotion: Word about the tour spread through a variety of channels, including:



- Partnership with the Preakness Festival helped reach a much broader audience
- Social Media (Facebook, Instagram): The event had 78,394 views, reached 45,418 viewers and 2,000 clicks.
- Email Newsletters (Maryland Horse Breeders Association, Maryland Horse Industry Board, Maryland Horse Council, and others): reached over 30,000 readers
- Event platforms like Eventbrite had close to 3,000 views
- Google searches related to Preakness and things to do in Maryland
- TV Spots from WBAL and DC News
- Local equestrian and farming publications such as MidAtlantic Thoroughbred, The Equiry and Lancaster Farming



Farm Tour Program!

★ Conclusion:

The 2025 Maryland Horse Farm Tour was a tremendous success. The day offered thousands of Marylanders and out-of-state visitors a meaningful, memorable, and educational experience—one that brought them closer to the horses and the people behind one of Maryland's most iconic industries.

Thank you to every farm, volunteer, and partner who made it possible. You are the heart and soul of Maryland's Horse Industry.

This report will also be shared with the Governor's Office and the public to showcase the public impact and economic/cultural value of Maryland's horse industry.



For more information: mda.horseboard@maryland.gov