

Jo-Ann Wilson, of Wilson Meagher Sports Therapy, Selected as Member of the
2010 Alltech FEI World Equestrian Games Equine Village

Jo-Ann Wilson, equine sportsmassage therapist, is pleased to announce her participation in the Equine Village of the Alltech FEI World Equestrian Games, which will be held at the Kentucky Horse Park in Lexington, September 25-October 10, 2010.

The Equine Village will be a world-class spectator attraction, offering equine entertainment, educational activities and lectures from equine industries. This feature exhibit area will be a major part of the atmosphere and attractions offered to Games visitors in addition to the world championship competitions in eight equestrian sports.

“We have created the Equine Village to serve as an educational experience for the Games’ spectators about different breeds, disciplines, and all that the equine industry encompasses,” said Jamie Link, CEO of the World Games 2010 Foundation.

As a member of the 2010 Games Equine Village, Jo-Ann Wilson of Wilson Meagher Sports Therapy®, will showcase “SPORTSMASSAGE FOR THE WORLD’S LARGEST ATHLETE” on the grounds of the Kentucky Horse Park to hundreds of thousands of spectators during the 16 days of competition.

Activities provided by Jo-Ann Wilson will include an educational presentation and hands on demonstration on live horses showcasing the Wilson Meagher Method of equine sportsmassage. “Whether a horse jumps, races, drives, does dressage, endurance, or is ridden for pleasure, success relies on peak performance. That’s where sportsmassage comes in,” says Wilson. Her presentation and demonstration will include education about sportsmassage within the continuum of comprehensive care for the horse. Spectators will be able to identify muscle tightness, why it develops, how to prevent it, how it effect’s freeness of motion, and how and where to apply a hands on technique to restore motion. Examples of specific tight muscles causing a shortened stride, hanging a leg while jumping, drifting to one side, leaning on one rein, and more, will be identified. The hands-on technique used to eliminate such problems will be demonstrated and reviewed on a live horse. Audience participation is welcome.

“Sportsmassage prepares the athlete for competition, while supporting prevention of injury. An athlete should not have to be injured to be treated. One of the greatest asset’s any horse may have is the complete freedom and ease of motion” says Jo-Ann Wilson.

Both general admission and competition ticket holders will have access to the activities in the Equine Village, as well as other attractions including the Trade Show, Kentucky Experience, Alltech International Pavilion, and sponsor showrooms. With approximately 600,000 tickets to be sold, spectators will come from around the world to witness the highest achievements in equestrian sport.