

Champions for Charity

March 28, 2017

Q. How were the horses selected for the five commemorative Maker's Mark bottles?

A. The five limited-edition Maker's Mark bottles represent some of the most iconic Breeders' Cup champions from the event's history. We have also carefully chosen champions with meaningful ties to the respective Breeders' Cup host track region. AP Indy, Cigar, Lure, Personal Ensign and Zenyatta have all been captured in spirit, with their namesake bottles colored in the silks their respective jockeys wore during their illustrious careers.

Q. If I make a donation will I receive a bottle(s)?

A. Your donation secures you a bottle(s) that you must pick up at the Champions for Charity event to be held in Del Mar, CA the week of Breeders' Cup 2017. Details will be available in the Summer. Please visit www.breederscup.com/championsforcharity

Your donation is tax deductible to the fullest extent. 100% of the donations will go directly to the charities.

Q. Can I bring a guest to the Champions for Charity event where the commemorative bottle will be available?

A. Event specifics will be shared this summer when the event is announced

Q. Will the 2015 and 2016 bottles still be available?

A. Please contact Breeders' Cup customer service if you are interested in the 2015 collection. 859-514- 9428. The 2016 bottle is sold out.

Q: Will these bottles be sold in liquor stores?

A: No. For more information on how to obtain them, visit www.breederscup.com/championsforcharity

Q. When do these bottles become available?

A. Donations will be accepted starting March 30, 2017. If you received the 2015 and 2016 collections, you will be part of a pre-sale window on March 29.

Q. How were the 2017 charities selected?

A. The 2017 beneficiaries showcase charities that have strong ties to the Breeders' Cup History as well as to the local community in Del Mar. Old Friends Farm is home to many retired Breeders' Cup Champions while the Edwin J. Gregson Foundation supports California Backstretch workers and their families. Breeders' Cup felt both programs deserved our recognition in light of the outstanding work they've been doing for the industry.

Q. Who can I contact for more information?

A. The Breeders' Cup customer service line is available to answer any additional questions at 859-514- 9428, Monday through Friday, 9am-5pm ET.

Q. The website's not working, who can I call?

A. The Breeders' Cup Customer Service line will be able to walk you through any technical difficulties or further questions. Call them directly to speak with a representative at 859-514-9428, Monday through Friday, 9am-5pm ET.