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STANWARDBRED BREEDERS AND OWNERS ASSOCIATION HIRES MWWPR
PR Giant to Highlight SBOANJ Throughout the Region

(MANALAPAN, NJ) – The Standardbred Breeders & Owners Association of New Jersey today hired national public relations powerhouse MWWPR to provide better messaging and strategic guidance as state voters are asked to vote this November in favor of a ballot question that could provide much needed revenue to the horse racing industry.

This November 8th, voters choose whether to allow casino gaming outside of Atlantic City. If the ballot question passes, the New Jersey Legislature could authorize two new casinos to be built in northern New Jersey. A percentage of the state tax revenue collected from the new casinos would be dedicated to supporting the horse racing industry.

“MWWPR’s proven background in positive brand building and public relations strategies will be a valuable addition to our Association at this critical juncture,” said Mark Ford, President of the SBOANJ. “With the very real possibility of new casino revenue coming to our horsemen, the team at MWWPR will help us leverage our assets and show how we provide critical entertainment and quality of life benefits to the residents and taxpayers of New Jersey.”

MWWPR will be tasked with convincing the public to vote favorably for the ballot question through a series of public relations, media, and advertising events sanctioned by SBOANJ. Additionally, the firm also will highlight individual Association members and the benefit they bring to their towns and communities.

“The horse farmers and breeders are a vital part of the historic fabric of New Jersey,” said Brian Hague, Vice President of MWWPR. “This campaign will do everything to get their story told and ensure that the Legislature provides the financial support necessary to protect this industry.”

The MWWPR public relations campaign for the SBOANJ will begin September 6.

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