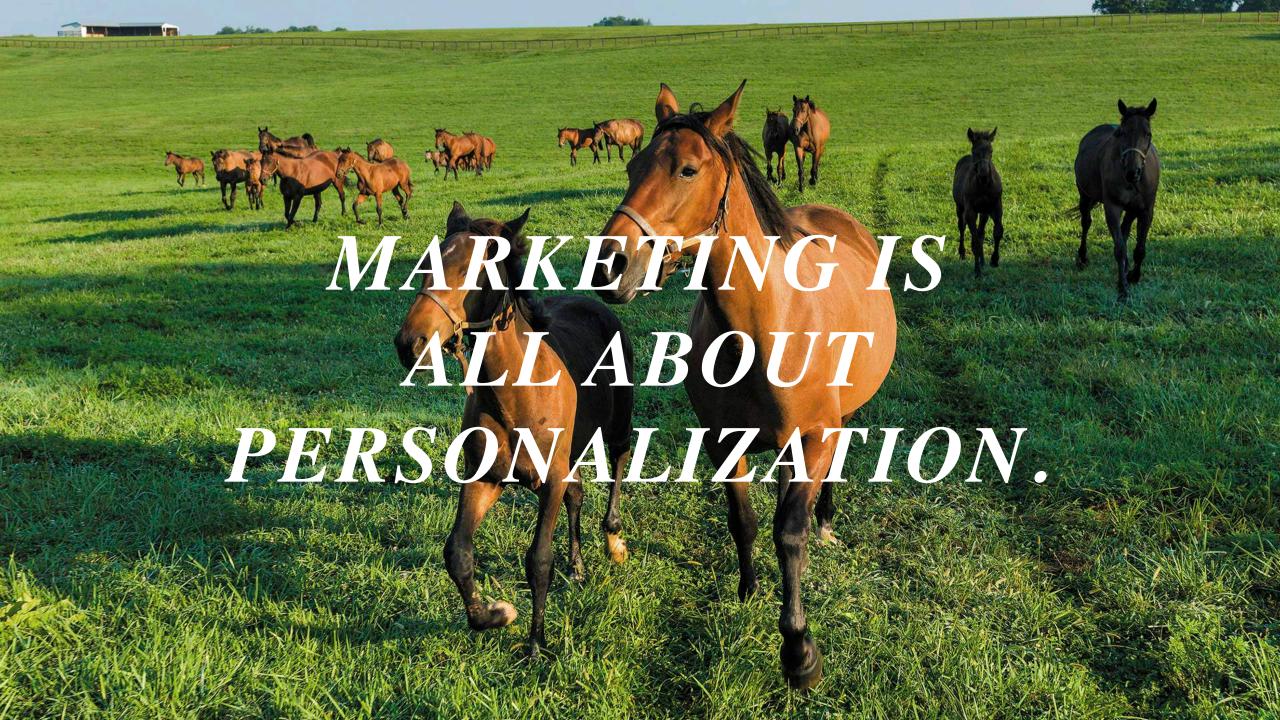
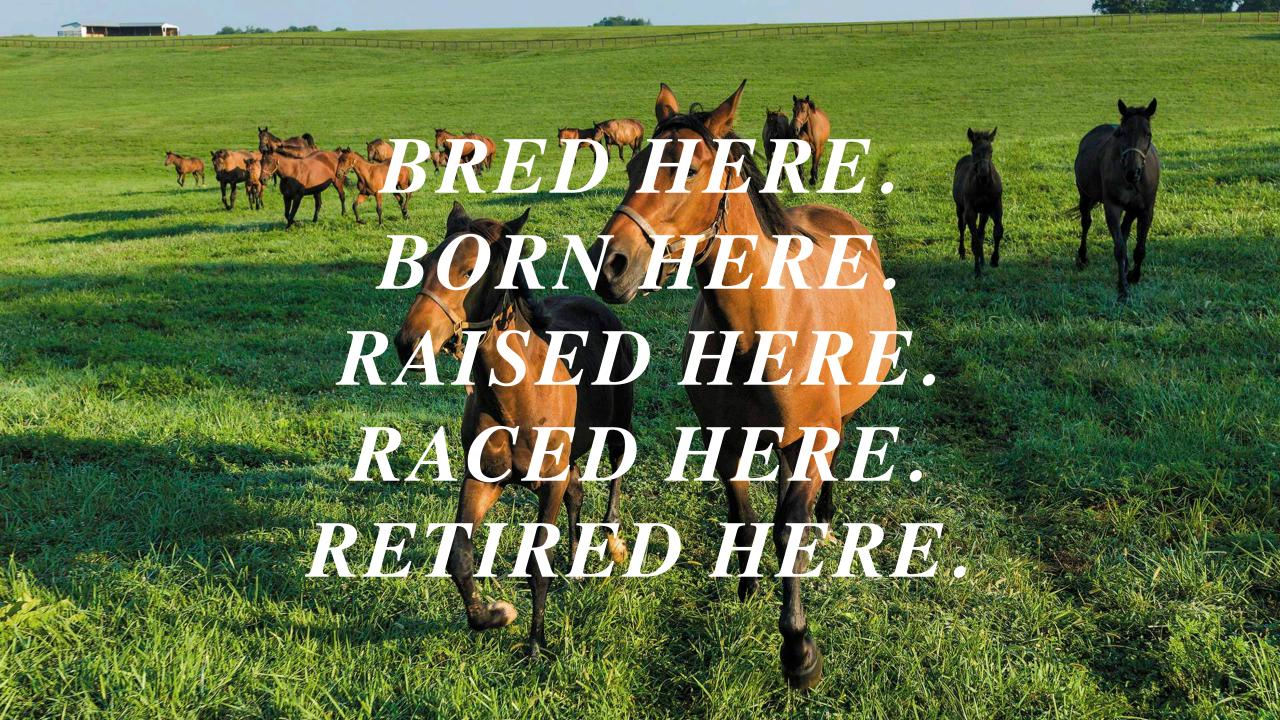


https://youtu.be/daQ0r05tLX0











https://youtu.be/KHM6S5grFp8

https://youtu.be/WU2tZyJ6nUQ

https://youtu.be/bBwu1Jfg0BQ

https://youtu.be/wSXm7k4necI

### Hard Working Moms: New 'VisitLEX' Ad Campaign Enlists Broodmares To Help With Filming

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by Paulick Report Staff | 06.09.2017 | 11:49am







Broodmares at Mill Ridge Farm in Lexington were 'hired' recently to help with the Lexington Visitors Center with its latest VisitLEX marketing campaign.

The Lexington Herald-Leader reports that the clever campaign features footage that was actually filmed by some of the mares on the farm. That was accomplished by harnessing GoPro cameras to a few willing broodmares, and then just turning them out in a paddock

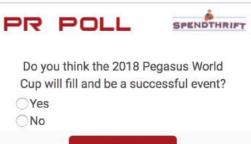












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### A PAIR OF HORSES SHOT THIS LOCAL TOURISM CAMPAIGN

What Else Do You Expect From the 'Horse Capital of the World'?

By Will Jarvis. Published on Jun 06, 2017













#### **Ad Age Careers**

Landor: Freelance Implementation Artist

Oct 17, 2017

Landor: Client Manager

Oct 9, 2017

TeamSnap: Digital Sales Manager - Remote

Role

Oct 12, 2017

#### AD OF THE DAY

### These New Tourism Ads for Lexington, **Ky., Were Filmed by Horses**

Cornett and Whit Hiler ride again

By David Gianatasio | June 14, 2017















