



## MARYLAND FIRST LADY DAWN MOORE, MARYLAND GOVERNOR WES MOORE, BALTIMORE MAYOR BRANDON SCOTT AND SPORT & ENTERTAINMENT CORPORATION OF MARYLAND PREVIEW PLANS FOR 2025 PREAKNESS FESTIVAL EVENTS

**Baltimore, Md. (December 11, 2024)**—Maryland First Lady Dawn Moore, together with Governor Wes Moore, Baltimore City Mayor Brandon M. Scott, and the Sport & Entertainment Corporation of Maryland today previewed plans for the creation of the [Preakness Festival](#), a reimagined celebration of the iconic Preakness Stakes that will take place across Maryland for the first time in 2025.

“Today is not just about an initiation, it’s about an invitation: join us. Partner with us, because it will take each of us working in partnership to make this our biggest and best year yet,” **said Maryland First Lady Dawn Moore**. “We want everyone to have a seat at the table. Together, we can create a truly unforgettable celebration and elevate our communities right here in Maryland.”

Coinciding with the 150th running of the Preakness Stakes in 2025, the new festival will feature free and ticketed cultural events, arts activities, and other programming at prominent locations across the state. Through public and private stakeholder partnerships, the festival will deliver experiences that equitably enhance economic growth, promote tourism, and inspire civic pride through collaborative work with small, minority-, women- and veteran-owned businesses.

“For this to be Maryland’s decade, it has to be Baltimore’s time. We cannot have a growing, thriving state if our state’s largest city isn’t growing and thriving too,” **said Governor Wes Moore**. “Preakness 150 will be more than a celebration—it will help us build a legacy in this city and this state. A legacy of progress; a legacy of opportunity; a legacy of growth and a legacy of leaving no one behind.”

First Lady Moore, Christian Johansson, Belinda Stronach, David Rubenstein, and Michael Hankin will serve as Preakness 150 Festival leadership co-chairs. Maryland Department of Commerce Secretary Kevin Anderson, Maryland Department of Agriculture Secretary Kevin Atticks, and Baltimore City First Lady Hana Scott will serve as honorary festival chairs.

In May, the Board of Public Works approved an agreement to transfer ownership of Pimlico Race Course to the State of Maryland. The historic agreement guarantees the home of the Preakness Stakes in Baltimore and establishes Pimlico as the year-round home of thoroughbred racing in Maryland. The agreement also ensures full renovation of Pimlico facilities, including the racetrack and hotel and event space construction; and a \$10 million investment through the Maryland Department of Housing and Community Development to

promote housing, job training, workforce development and other local priorities within the Park Heights community.

“The Preakness is a cornerstone of Baltimore’s identity, celebrating our city’s culture and community to the world,” **said Baltimore City Mayor Brandon M. Scott**. “The Preakness Festival represents a bold vision for its future, providing momentum to other long-term revitalization projects in and for Baltimore. As Mayor and a son of Park Heights, I am incredibly excited that the festival will showcase investments in Northwest Baltimore, focusing on equitable development and job creation while tapping into the very spirit that makes Baltimore Charm City.”

Maryland’s critical equine industry accounts for 25% of the state’s agricultural base, roughly 28,000 jobs, and \$3 billion in total economic impact. Festival programming is intended to expand impact not only in the equine industry but also to capture expected growth in major affiliated industries like tourism and hospitality, with even greater impact for local small businesses.

“The Preakness Festival will mark a significant evolution in Maryland’s approach to equestrian events,” **said Maryland Sports Commission Executive Director and Sport & Entertainment Corporation of Maryland President Terry Hasseltine**. “Our goal is to deliver holistic experiences that will positively impact communities across the state, drive tourism, and solidify Maryland’s reputation as a premier destination for world-class events. We are excited to lead this effort in collaboration with our great partners.”

Initial planning and seed funding for the festival was made possible through the Maryland Lottery’s Major Events Fund. Additional commitments for investment from key businesses and leaders — including **David Rubenstein**, Co-Founder and Co-Chairman of the Carlyle Group and Chairman and CEO of Major League Baseball’s Baltimore Orioles and **Brown Advisory**— are helping enhance long-term economic vitality and accessibility for all Marylanders to enjoy future Preakness Festivals.

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### **About Sport and Entertainment Corporation of Maryland**

The Sport and Entertainment Corporation of Maryland (Sport Corp) is a 501(c) (3) non-profit affiliate of the Maryland Sports Commission, established via legislation in 2017 and incorporated in 2019 to produce, market, promote, and manage the Preakness Festival - a series of robust, family-friendly cultural arts and sporting events in Maryland.

The Sport Corp, working in concert with the Maryland Thoroughbred Racing Operation Authority (MTROA), seeks to celebrate Maryland’s rich equestrian history, increase tourism, foster economic growth to support and enhance the quality of life of citizens, and shine a national spotlight on Baltimore and the State of Maryland.

The Sport Corp cultivates partnerships with public and private entities to sponsor family-friendly festival events and activities for Maryland residents and visitors of all ages and abilities. For more information on the Sport and Entertainment Corporation of Maryland, please visit:

<https://sportcorpmaryland.us/>

### **About Maryland Sports Commission**

Maryland Sports Commission is the definitive leader in the recruitment and retention of sporting events, both amateur and professional, to the state of Maryland. Since its founding in 2008, Maryland Sports Commission has enhanced the state's economy, image and quality of life as the go-to resource for the sports tourism industry, attracting millions of visitors with over \$2 billion in event recruitment and \$1.65 billion in direct spending impact to date. For more information on Maryland Sports Commission, please visit: <https://marylandsports.us/>

### **About Preakness 150 Festival**

The 150th running of the Preakness will be a nationally recognized celebration that draws participants from all over the world. Harnessing Maryland's ability to claim the national spotlight, the Festival's events will increase racing-related tourism while celebrating Maryland's rich equestrian history. For more information, please visit: <https://www.preaknessfestival.com/>

Preakness Festival Social Media: [Facebook](#) | [Instagram](#) | [TikTok](#)

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