



**FOR IMMEDIATE RELEASE**

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### **LEFFEL JOINS TOBA AS MEMBERSHIP DEVELOPMENT MANAGER**

LEXINGTON, Ky. – Terry Leffel has been named the Membership Development Manager at the Thoroughbred Owners and Breeders Association (TOBA).

Leffel joins TOBA after working as a national product sales account executive at *The Blood-Horse*. Leffel was formerly managing director for Florida Equine Publications, Inc. in Ocala, Florida where he oversaw the daily operations of three equine publications.

Leffel will be responsible for expanding and increasing TOBA membership. He will also work to identify potential partners for TOBA events including the annual National Awards Dinner and seminars and clinics. In addition, Terry will leverage the marketing opportunities available from *The Blood-Horse* to develop programs for racetracks and key industry organizations.

“Terry’s established business relationships with owners and breeders will assist us as we enhance our membership efforts,” said Dan Metzger, president of TOBA. “We’re excited to have Terry join our staff and improve the value of a TOBA membership.”

“I couldn't be more pleased with the opportunity to work with a national organization, Dan Metzger, the TOBA staff and board to improve membership and the membership experience; what a wonderful opportunity to reach out to those that work and support our industry each and every day,” Leffel said.

TOBA, based in Lexington, Ky., was formed in 1961 and is a national trade organization of leading Thoroughbred horse breeders and owners. TOBA’s mission is to “*improve the economics, integrity and pleasure of the sport on behalf of Thoroughbred owners and breeders.*” Projects managed by TOBA include the American Graded Stakes Committee, The Racing Game, Sales Integrity Program and Claiming Crown. Thoroughbred Charities of America (TCA) is the charitable arm of TOBA. TOBA is the owner of The Blood-Horse Inc., and is represented on the Board of Directors of the National Thoroughbred Racing Association as a founding member.

