



LIGHT UP RACING 2025 IMPACT REPORT

2025 was the year Light Up Racing proved what's possible when the industry stops reacting and starts leading. What began as a pilot to strengthen racing's voice evolved into a trusted demonstration of collaboration, transparency, and truth-telling.

Together with partners across the sport, we took meaningful steps to shift the public narrative – leading with facts, empathy, and shared purpose. Our north star was simple: **build confidence in the sport by showing, not spinning, who we truly are.**

□ GOAL 1:

Reframe crisis communication from reactive to proactive.

Moved from reacting to crises to owning the story—unifying partners, preparing messages, and leading transparent communication that builds credibility and trust in racing's care. **559 content pieces amplified, including 87 original, evidence-based posts reaching 3.7M viewers.**

□ GOAL 2:

Train industry stakeholders in crisis communication.

Equipped stakeholders with tools, language, and confidence to communicate clearly under pressure. Featured pre-conference at Global Symposium on Racing, The Ontario Jockey Club, The Jockey Club membership meeting & other stakeholder group trainings. **Over 100 industry stakeholders trained for 2nd year in a row.** Content featured in TDN, Bloodhorse and Paulick Report.

□ GOAL 3:

Build content & resources for the industry to utilize in speaking truth.

Created shareable, evidence-based content, tools and templates—helping partners tell credible stories that educate the public and strengthen confidence in Thoroughbred racing's people and practices. **1.45M new accounts reached in 2025.** **+200 crisis communication toolkit downloads** and provided the industry's sole resource in responding to the negative NYT article in February 2025.

□ GOAL 4:

Initiate & deepen industry connections to create A Rising Tide.

Convened +10 industry organizations to collaborate, align communication strategies, and share insights for Breeders' Cup—proving that when the industry works together, transparency grows, and everyone rises. ***"No one has taken this kind of collaboration seriously in the past. Light Up Racing has shown real leadership here."*** – **Tom Rooney, CEO NTRA**

Don't take our word for it.
The public is talking.
And the *numbers back it up.*

TRANSPARENCY.

"Your work is meaningful,
important and impactful."

"Your content is very
enlightening – I truly
hope it is read by
everyone involved in
breeding and racing."

"Accurate and Excellent
information as usual,
thank you !!!"

"This is fabulous! Out of the box,
something different that nobody else is doing."

"Your resources
are helpful and
much needed."

"This is important
work for the industry."

ACCOUNTABILITY. A MODEL FOR THE INDUSTRY.

Light Up Racing's Breeders' Cup digital campaign delivered exceptional cost efficiency and **high-impact engagement according to national Meta benchmarks**. The campaign reached hundreds of thousands of people and generated thousands of meaningful interactions, demonstrating strong ROI on donor dollars.

Our top-performing post ("2-Year-Old Horse") ignited informed public conversation, drawing **1,100+ reactions** and dozens of substantive comments that ranged from supportive to critical. LUR's factual, steady responses built visible credibility and trust.

The "Stringhalt" post reinforced that approachable, educational content sparks genuine curiosity and constructive dialogue.

Racing fans drove 75% of the engagement, validating our strategy of building trust within the sport first, while **more than 93K engagements** from general sports fans show early traction with broader audiences.

Overall, this campaign demonstrated that transparent, science-based storytelling resonates—and that LUR is uniquely positioned to shape the public narrative around equine welfare.

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MOMENTUM.					
Growth in engagement year-on-year	2024	7.1k	20.1k	5.8k	35k
	2025	38.7k	83.8k	10.3k	43.1k

And we're not slowing down.

We'll see you in 2026 with more connection. More education. More impact. But before we go: gratitude.

This work stands because of donors who don't just care – they act. You recognize the need, seize the moment, and bring a problem-solver's instinct to every challenge. You push for better, demand transparency, and elevate this industry. Thank you for showing up with power and purpose. - [Light Up Racing Board of Directors](#)