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Kentucky's Safe Bet: Kentucky Horse Racing & Gaming Announces First Logo

LEXINGTON, Ky. (July 23, 2025) – Kentucky Horse Racing & Gaming (KHRG), responsible for the regulation of horse racing, pari-mutuel wagering, sports wagering, breed integrity and development, and charitable gaming in the Commonwealth, is pleased to announce the launch of its first logo. The logo features a horse within the gold and black initials KHRG and the tagline: Kentucky's Safe Bet.

“Horse racing is essential to Kentucky and our economy and I’m excited to see the industry continue to grow and succeed for generations to come with the support of Kentucky Horse Racing and Gaming,” said Gov. Andy Beshear.

In 2024, the Kentucky General Assembly established KHRG as an independent, de jure municipal corporation and political subdivision of the Commonwealth of Kentucky. KHRG, accountable to the Governor, the General Assembly, and Kentuckians, is to be managed in a manner that enables the people of the Commonwealth to benefit from its actions and to enjoy the best possible racing and gaming experiences.

The logo, designed by BCH Agency in Louisville with the assistance of KHRG staff leadership, Board Chair Jon Rabinowitz, and Board Member Michael Berry, honors the past and looks toward the future of KHRG.

“In designing the new Kentucky Horse Racing & Gaming logo, we wanted to capture the organization’s boldness, pride and excitement for the gaming industry,” said Brian Garr, partner and creative director at BCH Agency. “Integrating the horse within the

Andy Beshear
GOVERNOR

Jacqueline Coleman
LIEUTENANT GOVERNOR

Jamie Eads
PRESIDENT & CEO

Jonathan Rabinowitz
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Ray A. Perry
Jeff Noel
Lindy Casebier

initials pays tribute to their roots in, and continued commitment to, Kentucky horse racing – while its sleek, modern style demonstrates confidently stepping into the future of gaming opportunities. We then underscored the mark with the tagline, Kentucky’s Safe Bet – a promise that integrity, safety and excellence are the everyday standard of KHRG.”

In calendar year 2024, KHRG oversaw more than \$13.2 billion in pari-mutuel and sports wagers. Taxes on pari-mutuel wagering and sports wagering support the Commonwealth and its horse industry with money going to breed development funds, equine drug research, higher education and training, aftercare, problem gambling assistance, the Kentucky permanent pension fund, and Kentucky’s General Fund. The Office of Charitable Gaming, which joined KHRG on July 1, 2025, reported more than \$1.3 billion in gross receipts for Kentucky’s licensed charitable gaming organizations in calendar year 2024. This resulted in more than \$93 million to their charitable purposes.

“This is an exciting day as it signifies a new era for horse racing and gaming in the Commonwealth,” Berry said. “I am grateful to Governor Beshear for the opportunity to serve on the KHRG Board, and I was delighted to participate in this process. I am proud of the results, and we look forward to continuing to serve the horse racing, breeding, and gaming communities, and the wagering public in Kentucky.”

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