

# Mojo Year In Review – 10<sup>th</sup> Anniversary!

**“When your horse is charging down the stretch and has a chance to win, there’s nothing more exciting!” ~ Art Nixon, Mojo Partner**

On behalf of Mojo Thoroughbred Holdings, LLC and our Mojo Racing Groups, I extend my best wishes as we close out another year.

When I started Mojo Racing Partners 10 years ago, my intentions were to provide people with affordable and fun opportunities to participate as an owner in the sport of Thoroughbred racing. After a decade of fun-filled Mojo racing, I can say we achieved that goal and we continue to deliver upon that Mojo Mission.



In 2016, my objectives were clear: Keep the Mojo work’n with our racing operations; improve upon the quality of the racing experience; celebrate our anniversary year; and grow our Partners and Fan base. And, we needed to achieve these objectives without increasing the cost to participate in our groups. I’m happy to report that, with the support of Mojo’s Capital Partners, we achieved our goals and implemented our objectives on all levels this year!

The first thing we did in 2016 was launch a new racing group that included three healthy, sound, and competitive two-year-old runners (that we purchased from the Keeneland Yearling Sale the previous September)—we called this group of runners the Mojo Trio. The Trio included two colts (now geldings) and a filly. They started racing at Lone Star Park, and by our last race of the year at Delta Downs, the Mojo Trio has produced an impressive combined racing record: 25 starts, 5 Wins, 1 Place, and 6 Shows. In fact, since October, the Mojo Trio were winners in 57% of their starts and hit the board 86% of the time.

The next thing we did in 2016 was celebrate our 10<sup>th</sup> Anniversary! Mojo Partners were provided with Mojo gear and memorabilia to commemorate the milestone achievement. We hosted a party at Lone Star Park to thank our current Partners, their families, and service providers for being part of the Mojo Racing experience over the years. In addition to renting a suite for the Mojo party at the track, one of the horses in the Mojo Trio (Shez for You) also ran in a stakes race that night—though she didn’t win, it was a fantastic honor to race at that level and an exciting evening for all involved.

**“Mojo’s established a philosophy that this is not just a partnership but a family. You get to know your partners, and there’s a social aspect to it!” ~ Joe Alexander, Mojo Partner**

To be part of a Mojo racing group is like being part of a family. Throughout the year, there were two articles written about the Mojo Concept and our Mission. The first is titled “[Mojo Working](#)” and it was published in the *BloodHorse Magazine* in February, and the second is titled “[Taking Flight in the World of Thoroughbred Racing](#)” and it was published in *Fort Worth Business CEO* in September. Both articles highlight the reasons Mojo was created, our guiding principles, and how our fun and affordable objectives are designed to provide our Partners with memories of wonderful racing experiences that will last a lifetime.

We love our Mojo Fans too, and we want to provide access to our racing activities through our [Mojo Facebook](#) and [Mojo Twitter](#) pages. We also invite our Fans to take part in our Mojo Groups (even if it’s a small %) so they too will get a taste of the ownership experience.

To keep the Mojo work’n, we offer new opportunities to get involved. In this regard, we formed a new racing group with affordable shares based on set prices. We also included three new Yearlings from the 2016 Keeneland September Sale that will start racing for this new group in 2017. The new Mojo Trio (per se) includes a filly by Take Charge Indy (by A.P. Indy); a colt by Frost Giant (by Giant’s Causeway); and another filly by Bodemeister (by Empire Maker). The dams of these horses are either all winners and/or have produced offspring that are winners. To learn more about participating in a Mojo Racing Group, just click: [Get Your Mojo Work’n!](#)

To say the least, I’m very proud of what we’ve accomplished in the 10 years of Mojo racing, and I’m equally excited about what we are doing to carry forward the Mojo Mission. Of course I realize our objectives and achievements wouldn’t be possible without the support of our Partners and Fans. So, it is my promise that as long as there is an interest in Mojo Racing, we will keep improving our racing operations and continue delivering meaningful ownership experiences for all involved.

Thanks for being part of our Mojo activities—here’s to keeping the Mojo work’n in 2017!



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