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Interpath – 4CYTE Horse becomes a Major partner of the NCHA and Naming Rights Sponsor of their flagship Futurity event.

The National Cutting Horse Association and Interpath - 4CYTE Horse (4CYTE) are delighted to announce a new partnership designed to support and promote the sport of Cutting in Australia.

This relationship presents exciting opportunities for the two organisations to collaborate in areas of education, marketing concepts and audience expansion. While the two-year partnership comes at a time of instability, it brings some refreshing news for our members and the Cutting Industry as a whole.

As part of the agreement 4CYTE will become the NCHA Futurity Event Naming Rights Partner for 2020-2021. In addition to this the NCHA and 4CYTE have some exciting additions to the 2020 NCHA Futurity which you will start to see over the coming weeks.

NCHA General Manager, Tim Heath says “This is an exciting opportunity for the NCHA to have 4CYTE as a new Major sponsor. To see another long term sponsor increase their support is great recognition to our industry.

4CYTE produces some of the great products that give exceptional benefit to our athletes. To have this brand as the naming rights sponsor to our feature event identifies the synergy that this partnership provides.

I want to acknowledge the support that 4CYTE have provided over the years and we are really looking forward to developing this great partnership.”

Interpath – 4CYTE Chief Executive, Damian Lubeek said “it is a real honour to be able to increase our support of the NCHA and wider Cutting Horse community. From the very start the Cutting community were early adopters of 4CYTE Horse seeing and feeling real benefit in using our product in both their young and older horses.

We are humbled daily with the positive results and feedback we receive and are delighted to be able to take this opportunity up with the NCHA in supporting the Futurity but also in supporting initiatives throughout the next 2 years that help grow the sport.”

The NCHA would also like to acknowledge the tremendous support that Shane Plummer and SDP Buffalo Ranch have provided as the NCHA Futurity Event Naming Rights Partner in recent years. This year SDP Buffalo Ranch will continue their support as a Gold level sponsor for the Open Futurity event at the upcoming 2020 NCHA Futurity. This in line with their previous long term sponsorship has undoubtedly been one of the most valued and successful sponsorships in the history of the organisation.

We welcome 4CYTE on board and look forward to their continued support for our industry.

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About 4CYTE

4CYTE is a game-changer for animal joint health. 4CYTE is a premium daily feed supplement targeting pathological pathways associated with acute joint injury and arthritis. Scientifically developed to reverse or repair the pathological process responsible for joint disease.

4CYTE's safety and efficacy has been demonstrated through 12 years of clinical and research studies. 4CYTE contains Interpath's exclusive active ingredient, EPIITALIS®, patented for its revolutionary cartilage repair and pain relief properties.

Media queries

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