

44th Annual Therapeutic Riders Division of the Devon Horse Show Hosted by Thorncroft Equestrian Center Saturday, May 27, 2023 | Thorncroft Equestrian Center Sunday, May 28, 2023 | The Grounds of the Devon Horse Show

February 1, 2023

Dear Friends,

We are pleased to enclose the prize list for the 44th Annual Therapeutic Riders Division of the Devon Horse Show to be held on Saturday, May 27, 2023 at Thorncroft Equestrian Center with the awards ceremony taking place on Sunday, May 28, 2023 at the grounds of the Devon Horse Show.

Any competitor riding with a program must enter through their own program. Each program will collect their riders' individual entry forms and send them in as a group with the Program Entry Form. Independent riders (those not affiliated with a program) need not complete the Program Entry Form. Please be sure that all signatures, located on the back of the Competitor Entry Form, are signed.

Individuals in need of financial assistance for travel are requested to complete the enclosed application. Entries open March 1, 2023. All applications must be postmarked no later than April 3, 2023. Financial assistance is not guaranteed.

Opening Date: March 1, 2023 Closing Date: April 3, 2023

No faxed or e-mail entries will be accepted. Entry forms must be postmarked by April 3, 2023.

Should you have any questions or require additional information, please contact Maire Guggenheim at (610) 644-1963 or trdatdevon@gmail.com. More information available on Thorncroft's website, www.thorncroft.org. All communication updates will be sent via email.

Best regards,

Maire Guggenheim T.R.D. Show Secretary (610) 644-1963 trdatdevon@gmail.com Tiffany Meyer
Executive Director
Thorncroft
(610) 644-1963
tiffany@thorncroft.org

SHOW INFORMATION

SHOW SECRETARY Maire Guggenheim | trdatdevon@gmail.com | (610) 644-1963

TECHNICAL DELEGATE Megan Strychowski Hance

JUDGES Dressage: Megan Strychowski Hance, Sue Miller

Equitation: Amy Grace Pippin

Trail: Teresa Meyers, Suzanna Angstadt

ENTRY INFORMATION • Entries open March 1, 2023

• No faxed or e-mail entries will be accepted

• Entry forms must be postmarked by April 3, 2023

• Please mail all entries to

Attn: T.R.D. 190 Line Road Malvern, PA 19355

REGISTRATION \$12.00 per class. Checks payable to:

Therapeutic Riders Division of the Devon Horse Show.

RULES AND REGULATIONS

The primary purpose of following rules is to ensure safety and equitable judging.

- 1. All exhibitors are to be safely attired. Helmets are required. Whenever possible, all riders will wear hard soled shoes with heels. In the absence of heeled shoes, the rider must have safety stirrups.
- 2. No rider shall be attached to the horse in any way.
- 3. Side reins or draw reins are forbidden, however, anti-grass reins AKA over check, will be permitted in grass arenas only.
- 4. Program coaches will be required to see that all tack is in good working conditions.
- 5. Leaders and side aides are reminded that their function is to provide safety. Unneeded or excessive interference will result in substantial penalties for the rider.
- 6. Entry form and liability release must be completed and signed before any rider may participate in T.R.D.
- 7. Negative Coggins taken within the last twelve (12) months must be included with entry form.
- 8. Minor lameness of any horse will be tolerated, however, at the discretion of the technical delegate or judge, any horse whose lameness presents a danger to the rider, or undue stress on the animal, may be eliminated from further classes.
- 9. Any class may be divided to junior and senior as entries warrant. You MUST indicate the competitor's age on the entry form. Insufficient entries may cause a class to be canceled.
- 10. No class will be delayed if a rider is not ready to compete. In the event of a scheduling conflict, equitation takes precedence. Any rider who is delayed by a scheduling conflict should inform the gatekeeper as soon as possible. No penalties will be incurred for riders who are late for Dressage or Trail arenas if they are delayed in the Equitation arena, or due to a horse scheduling conflict.
- 11. Service dogs only are allowed. No other animals permitted on show grounds.

All disputes, issues, or concerns, must be presented to the technical delegate.

GENERAL INFORMATION

ENTRY FORMS MUST BE POSTMARKED NO LATER THAN APRIL 3, 2023

TENTATIVE TIME SCHEDULE

Division I Riders with Physical Disabilities All Day

Division II Riders with Cognitive Disabilities All Day

Division III Riders with Learning Disabilities All Day

Division IV Any Rider with Any Disability Afternoon

Division V Miscellaneous Noon

Horse Competition All Day

The show begins promptly at 8:00 a.m. Scheduled finish time is 6:00 p.m. Specific times will be available after May 18, 2023 at the show office (610 644-1963 and online at thorncroft.org)

REGISTRATION

All competitors are required to complete all appropriate forms and return them to T.R.D. postmarked no later than April 3, 2023. **No faxed or e-mail entries accepted; only entry changes will be accepted by email. Scheduling will be made available online at least one-week prior to the competition.** All communication regarding the show will be sent via email. Competitors may pick up their entry packets at the registration booth on the day of the show, Saturday, May 27, 2023.

REGISTRATION FEE

\$12.00 per class. Checks payable to: Therapeutic Riders Division of the Devon Horse Show.

There is NO CHARGE for class #51-Horse of the Year Competition.

For entry related questions, please contact:

Maire Guggenheim: (610) 644-1963 or email trdatdevon@gmail.com

PLEASE MAIL ALL ENTRIES TO:

Attn: T.R.D 190 Line Rd Malvern, PA 19355

DIVISION DESCRIPTIONS

RESTRICTED DIVISIONS: A rider may be entered in only one Restricted Division.

Division I Classes on the flat for riders with physical disabilities.

Division II Classes on the flat for riders with cognitive disabilities.

Division III Classes on the flat for riders with learning disabilities.

Division IV Classes on the flat for any challenged rider who does **not** require any aides.

OPEN DIVISIONS: Generally open to all competitors, regardless of other entries.

(See Class Descriptions)

Division V Miscellaneous classes on the flat for any challenged rider who does not require an aide.

JUDGING CRITERIA

All Classes Rules will be followed for all classes. At the judges discretion horses deemed to be

unsuitable, unsafe, or not sound, for any classes, will be excused from the

competition. Riders will be penalized for any unnecessary assistance by their aides. Riders are responsible for informing the judge if they are unable to perform certain

requests due to medical contraindications.

Equitation To be judged on the position of the rider, balance, use of the natural and/or

artificial aides, and control of the mount. Particular attention will be paid to the

rider's ability to safely and independently control the horse through

understanding and harmony in movement.

Dressage To be judged on performance of the movements, accuracy, evenness of the paces,

and rider's ability to communicate the test to the horse.

Trail To be judged on execution of the obstacles, use of the natural and/or artificial aides,

control of the mount, quietness of mount, and pace.

Musical Kur To be judged on suitability of music, choreography, and required elements.

Pas de Deux To be judged on suitability of music, choreography, mirror moves, required

elements, and similarity of horses' gaits.

TROPHY DESCRIPTIONS

GRAND CHAMPION

THE HOPE MONTGOMERY SCOTT PERPETUAL MEMORIAL TROPHY

Sponsored by Friends of Hope Scott

Awarded to the Winner of the Grand Champion Class at the Devon Horse Show

Presented at the Devon Horse Show on Sunday, May 28, 2023

THE BRUSHWOOD CHALLENGE TROPHY

Sponsored by Caroline Moran

Awarded to the rider entered in Division I,II,III, or IV with the highest combined score from one <u>Equitation</u> class plus one <u>Dressage</u> class.

Presented at the Devon Horse Show on Sunday, May 28, 2023

THE E.W. GARBISCH TROPHY

 $Awarded\ to\ the\ rider\ entered\ in\ either\ Division\ I,\ II,\ III,\ or\ IV,\ with\ the\ highest\ score\ from\ \underline{one}\ Equitation\ class.$

Presented at the Devon Horse Show on Sunday, May 28, 2023

THE HILLTOP TROPHY

Awarded to the rider with the highest combined score in Class 2 or 4 or 5, plus Class 7 or 9 or 10, plus Class 12 or 13, within Division I.

Presented at the Devon Horse Show on Sunday, May 28, 2023

THE MACDERMOTT PERPETUAL TROPHY

Sponsored by Mary MacKinnon and Jane Higgins

Awarded to the rider with the highest combined score in Class 15, 17, or 18 plus Class 22 or 23, plus class 25 or 26, within Division II.

Presented at the Devon Horse Show on Sunday, May 28, 2023

THE THORNCROFT PERPETUAL TROPHY

Awarded to the rider with the highest combined score in Class 28 or 29, plus Class 31 or 32, plus Class 35, within Division III.

Presented at the Devon Horse Show on Sunday, May 28, 2023

THE STEPHANIE BENNETT PERPETUAL TROPHY

Awarded to the rider with the highest combined score in Class 38 and 41 and 43 within Division IV.

Presented at the Devon Horse Show on Sunday, May 28, 2023

THE ANNE JOYCE COCHRANE TROPHY

Awarded to the rider entered in either Division I, II, III, or IV with the highest score in a Trail class.

Presented at the Devon Horse Show on Sunday, May 28, 2023

ANN DIXON ARTISTIC AWARD

Awarded to the rider exemplifying outstanding artistic interpretation and expression in a musical freestyle.

Presented at the Devon Horse Show on Sunday, May 28, 2023

HERITAGE LEAD LINE CHAMPION

Awarded to the winner of the lead line class.

Trophy to be mailed to the winning rider's program by June 30, 2023.

CLASS DESCRIPTIONS

DIVISION I

Classes on the flat for physically challenged riders. Trophy and eight ribbons in each class. Riders may enter one equitation class, one dressage class, and one trail class. Riders entered in this division may not enter classes in any other Divisions except Division V. Please try to stay at the same level within this division, i.e., walk equitation, walk dressage, and walk trail.

Riders should be prepared to do any or all of the following tests listed under each class description at the judges' discretion.

Class #1 Novice Walk-Must have one or more aides and leader.

Tests:

Walk 10 m circle Change directions

Halt four sec.

Class #2 <u>Intermediate Walk-May</u> have one side aide, no leader.

Tests:

Walk 10 m circle Halt 4 sec.

Walk serpentine around cone Change directions

Class #3 Novice Walk/Trot- Must have one or more aides, may have leader.

Tests:

Walk 10m circle Halt 4 sec.

Trot sitting/rising Change directions

Class #4 <u>Intermediate Walk/Trot- May</u> have one side aide, no leader.

Tests:

Walk 10m circle

Trot serpentine around cones

Walk figure 8

Trot 20m circle

Trot sitting/rising

Halt from the trot through the walk (4 sec.)

Change directions

Class #5 <u>Beginner Walk/Trot/Canter</u>-No side aides

Tests:

Trot serpentine around cones Trot 20m circle
Trot figure 8 Trot sitting/rising
Canter in both directions individually Change directions

Halt from trot through walk

DRESSAGE

No leaders permitted in dressage (except class # 6).

Class #6	Walk Test 1	Special Olympics (Walk Test 1)	May have leader
Class #7	Walk Test 2	T.R.D. (Walk Test 2)	1 side aide
Class #8	Walk-Trot Test 1	ASPIRE (Walk Trot Test 1)	1 aide
Class #9	Walk-Trot Test 2	USDF 2019 Intro Test A	No side aides
Class #10	Walk-Trot-Canter	USEF 2019 Training Level Test 1	No side aides

TRAIL

Class #11	Walk-Must be accompanied by 1 leader, may have side aides
Class #12	Walk-May have 1 side aide, no leader
Class #13	<u>Walk-Trot</u> -May have 1 side aide, no leader.

DIVISION II

Classes on the flat for intellectually challenged riders. Trophy and eight ribbons awarded in each class. Riders may enter one equitation class, one dressage class, and one trail class. Riders entered in this Division may not enter classes in any other Divisions except Division V. Please try to stay at the same level within this division, i.e.: walk equitation, walk dressage, and walk trail.

EQUITATION

Riders should be prepared to do any or all of the following tests listed under each class description at the judge's discretion.

Class #14 Novice Walk-Must have one or more side aides and leader.

Tests: Change directions

Walk 10 m circle Halt 4 sec.

Class #15 <u>Intermediate Walk</u>-May have one side aide, no leader.

Tests:

Walk 10m circle Halt 4 sec.

Walk serpentine around cones. Change directions

Class #16 Novice Walk/Trot-Must have one or more side aides, may have leader.

Tests:

Walk 10m circle. Walk serpentine Halt 4 sec.

Trot sitting//rising Change directions.

Class #17 <u>Intermediate Walk/Trot</u>-May have one side aide, no leader.

Tests:

Trot serpentine around cones

Walk figure 8

Trot 20m circle

Trot sitting/rising

Halt from the trot through the walk (4 seconds)

Change directions

Class #18 Beginner Walk/Trot/Canter-No side aides

Tests:

Trot serpentine around cones

Trot 20m circle
Trot figure 8

Canter in both directions individually

Change directions

Halt from trot through walk

DRESSAGE-No leaders except class #19

Class #19	Walk Test 1	Special Olympics (Walk Test 1)	May have leader
Class #20	Walk Test 2	T.R.D. (Walk Test 2)	1 side aide
Class #21	Walk-Trot Test 1	ASPIRE (Walk-Trot Test 1)	1 side aide
Class #22	Walk-Trot	USDF 2019 Intro A Walk-Trot Test 2	No side aides
Class #23	Walk-Trot-Canter	USEF 2019 Training Level Test 1	No side aides

TRAIL

Class #24 Walk-Must have leader. Side aides as needed.

Class #25 <u>Walk-Trot</u>-May have 1 side aide, no leader.

Class #26 <u>Walk-Trot</u>-No side aides.

DIVISION III

No leaders in this division.

Classes on the flat for learning challenged riders. Trophy and eight ribbons awarded in each class. Riders may enter one equitation class, one dressage class, and one trail class. Riders entered in this Division may not enter classes in other divisions except Division V. Please try to stay at the same level within this division, i.e., walk equitation, walk dressage, and walk trail.

EQUITATION

Riders should be prepared to do any or all of the following tests listed under each class description at the judge's discretion.

Class #27 <u>Intermediate Walk-May be accompanied by 1 side aide.</u>

Tests:

Walk 10 m circle Change directions

Walk serpentine around cones Halt 4 sec.

Class #28 <u>Intermediate Walk-Trot-May</u> be accompanied by 1 side aide.

Tests:

Trot serpentine around cones

Trot 20m circle
Walk figure 8

Trot sitting/rising

Halt from the trot through the walk (4 seconds)

Change directions

Class #29 <u>Intermediate-Walk-Trot-Canter-</u>No side aides.

Tests:

Trot serpentine around cones.

Trot 20m circle
Trot figure 8

Trot sitting/rising

Halt from trot through walk

DRESSAGE

Class #30	Walk Test 2	T.R.D. (Walk Test 2)	May have 1 side aide
Class #31	Walk-Trot Test 2	USDF 2019 Intro A	May have 1 side aide
Class #32	Walk-Trot-Canter	USDF 2019 Training Level Test 1	No side aides

TRAIL

Class #33 <u>Walk</u>-May have one side.

Class #34 Walk-Trot-May have one side aide.

Class #35 Walk-Trot-No side aides.

DIVISION IV

Advanced riders. No aides in this division.

Classes on the flat. This Division is open to any rider with disabilities who does not require a side aide and who is not entered in Divisions I, II, or III. Trophy and eight ribbons awarded in each class. Riders may enter one equitation class, one dressage class, and one trail class. Please try to stay at the same level within this division, i.e.: walk equitation, walk dressage, and walk trail.

EQUITATION

Riders should be prepared to do any or all of the following tests listed under each class description at the judge's discretion.

Class #36 Advanced Walk-No aides

Tests:

Walk 10m circle Change directions

Walk serpentine around cones Halt 4 sec.

Walk figure 8

Class #37 <u>Advanced Walk-Trot</u>-No aides

Tests:

Trot serpentine around cones Trot 20m circle
Change directions Trot sitting/rising

Trot figure 8 Halt from trot through walk

Perform and/or describe diagonals

Class #38 <u>Advanced Walk-Trot-Canter-</u>No aides

Tests:

Trot serpentine around cones

Change directions

As a group, canter in both directions

Trot 20m circle

Trot sitting/rising

Trot figure 8

on the correct lead Halt from trot through walk

Perform and/or describe diagonals

DRESSAGE

Class #39 Walk Test 3 T.R.D. (Walk Test 3)

Class #40 Walk-Trot Test 3 USDF 2019 Intro B

Class #41 Walk-Trot-Canter USEF 2019 Training Level Test 1

TRAIL

Class #42 <u>Walk-</u>No side aides.

Class #43 <u>Walk-Trot-</u>No side aides.

DIVISION V

Classes for any rider.

Class #44 <u>Costume Class</u>-Open to any rider with a flair for fun and creativity. Ribbons for all competitors.

Class #45 <u>Leadline Equitation</u>-Must be accompanied by a leader, may be accompanied by one or two side aides. To be judged at the walk. Riders in the class eligible only for costume class #44.

Class #46 Walk Musical Kur-No aides. Test length 3-5 minutes. Trophy and eight ribbons.

Required elements:

10 m half circle both directions

Change rein

Halt

Free walk on long rein

Class #47 <u>Walk-Trot Musical Kur-No aides.</u> Test length 3-5 minutes. Trophy and eight ribbons.

Required elements:

Trot 20m circles both directions

Free walk on long rein

Halt

Canter optional

Class #48 Pas de Deux Musical Kur-No aides. Test length 3-5 minutes. Trophy and eight ribbons.

Required elements:

Mirror 20m circles

Halt

Free walk on long rein

JUMPING

(Does not count towards trophies)

Class #49 Jumping (18 in.) No aides. Will be asked to jump fences at the trot or canter. Height not to

exceed 18 inches. Evenness of pace to count.

Class #50 Jumping (2 ft.) No aides. Will be asked to jump fences at the trot or canter. Height not to

exceed 2 feet. Evenness of pace to count.

Class #51 Horse of the Year Competition (no charge) Horses entered in this division must be entered in a minimum of three T.R.D. classes (one each in Equitation, Dressage, and Trail) throughout the day. One class must be a walk class and one class must be a trot class. Horses will be judged on performance (gaits, temperament, and suitability as a therapeutic horseback riding mount) in the arena(s) and at the mounting ramp(s).

INVIDIUAL COMPETITOR ENTRY FORM 2023

Note: If you ride with a program, you <u>must</u> send the Riding Program Entry Form available on the following page.

ALL FIELDS MUST BE COMPLETED AND ENTRY FEES ENCLOSED IN ORDER FOR ENTRY TO BE ACCEPTED

Competitor Name/Age:					
	First	La	ıst		Age
Address:					
Street	Cit	ty	State	Zip	
Home#:		Cell#:			
Name of Program:		Coach	/Instructor:		
Program Phone#:	C	oach E-mail:			
Division	Class #	# Side Aides	Hors	se(s)	
Equitation					
Dressage					
Trail					
Restricted Division	Class #	#Side Aides	Hors	(s)	
	Class #	#Side Aides	11018		
Costume					
Lead Line					
Musical Kur					
Pas de Deux					
Jumping					
Horse Competition (no charge)					
REGISTRATION FEE: PERCLASS-\$12.00		TOTAL ENCLO	OSED \$:		
PLEASE NOTE: All winner Sunday, May 28, 2023. Please show Saturday evening. CONTACT NAME: COACH NAME:	provide the program	n name and contact r		e contacted after	the

LIABILITY RELEASE May 2023

In consideration of your accepting
DATE:
SIGNED:
Parent, guardian, or adult participant (over 18)
CONSENT TO TREATMENT
I authorize such physician or medical staff as the Show Committee may designate to carry out any medical or surgical treatment and/or medication necessary, or to take the above-named participant to the emergency room of the nearest hospital, and I further authorize the physician, hospital, or medical staff to provide treatment deemed necessary by them for the well-being of such participant.
DATE:
SIGNED:
Parent, guardian, or adult participant (over 18)
EXHIBITORS AND COACHES : It is your responsibility to be prompt to classes and to provide the necessary number of side aides for each rider. The Show Committee WILL NOT be responsible for the supervision of any riders.
MAKE CHECKS PAYABLE TO: Therapeutic Riders Division of the Devon Horse Show
ALL ENTRY FORMS AND CHECKS MUST BE POSTMARKED NO LATER THAN April 3, 2023 Mail To: Attn: TR. D. 190 Line Road, Malvern, PA 19355

QUESTIONS: Call Maire Guggenheim, at 610-644-1963 or email trdatdevon@gmail.com

Note: All signatures on this page must be by a parent, legal guardian or adult participant (over 18).

No other signatures will be accepted.

RIDING PROGRAM ENTRY FORM ALL SPACE MUST BE COMPLETED FOR RIDER TO BE ENTERED

No rider participating in a program will be considered entered unless listed on this form with horse specified for each class. In the case of conflicts between a competitor's form and this one, this one will be given priority. The April 3, 2023 postmark date applies. This form may be copied as needed, but all signatures must be original.

PROGRAM NAME:						EMAIL:				
ADDRESS:										
CELL PHONE:										
SIGNATURE:										
TRAINER'S NAME:										
SIGNATURE:					trainer p	er form please)				
					Ē	ENTRIES				
Rider	Age				_	Rider	Age			
Division (circle one)	: I	II	III	IV	\mathbf{v}	Division (circle one): I	II	Ш	IV	V
Class #	Horse					Class #	Horse			
Class #	Horse					Class #	Horse			
Class #	Horse					Class #	Horse			
Class #	Horse					Class #	Horse_			
	Horse					Class #	Horse_			
	Horse					Class #	Horse_			
Rider	Age				_	Rider	Age			
Division (circle one)	: I	II	III	IV	\mathbf{v}	Division (circle one): I	II	Ш	IV	\mathbf{v}
Class #	Horse					Class #	Horse			
						Class #				
						Class #	Horse			
						Class #				
						Class #	Horse_			
						Class #				
Rider	Age				_	Rider	Age			
Division (circle one)	: I	II	III	IV	\mathbf{v}	Division (circle one): I	II	III	IV	\mathbf{v}
	Horse					Class #	Horse_			
Class #	Horse					Class #	Horse_			
Class #	Horse					Class #	Horse_			
Class #	Horse					Class #				
Class #						Class #				
Class #	Horse					Class #	Horse_			

TRAVEL SUBSIDY INFORMATION

As in the past, the purpose of the subsidy is to allow competitors with special financial constraints the ability to participate in a premier horse show. These funds will not, nor were they intended to underwrite all of the costs involved with bringing riders to the show. The rider's ability or level of skill is not a limiting factor. Due to the limited resources available, we ask that both the potential participants and any programs exhaust all other possible funding sources in their area before applying for our travel subsidy fund.

PLEASE NOTE: Application for travel subsidies must be postmarked no later than April 3, 2023.

APPLICATION FOR TRAVEL FUNDING

Name of Program or Rider:
Address:
Contact Person:
Cell Phone
E-mail:
General Information
How long has the individual been riding?
How long has the program been in existence?
If from a program, the number of riders attending?
Have you or any of your riders attended this show in previous years?
If yes, for how many years?
Approximate distance from your program or home to Malvern, PA?
Does your program or individual budget to attend this or any competitions? YesNo
Has your program or the individual attempted to solicit contributions from corporations, foundations, and/or individuals to underwrite your costs of attending this regional competition? YesNoNo
If yes, please explain:
Any comments:

Thank you for returning your application to: Attn: T.R.D. 190 Line Road Malvern, PA 19355 Individuals or programs receiving travel funding will be notified on or before May 6, 2023.

ACCOMODATIONS

There are many great hotels in the West Chester area. We recommend contacting hotels early for reservations. T.R.D. falls within the timeframe of the Devon Horse Show and rooms will most likely fill quickly.

DIRECTIONS:

From North and East:

PA Turnpike to Valley Forge Exit (#326) - South on Rt. 202 to Rt. 252 South to Paoli - Right on Rt. 30 - At 4th traffic light (Ford Agency) bear left onto Paoli Pike - Go 3-1/2 miles to Line Road just past Bryn Mawr Rehab Hospital (6th traffic light) - Turn left and go 1 mile to 1st intersection. Thorncroft is on the far right corner of the intersection of Line and East Boot Roads. Follow signs to parking.

From West: From South
PA Tpk to Downingtown Exit (#312)
Rt. 95 or Rt. 1 to
South on Rt. 100 to Rt. 202
Rt. 202 North

Leave Rt. 202 at the Paoli Pike Exit - turn Left (away from West Chester). Go 3-1/2 miles to Rt. 352. Turn Right onto 352 then Left onto Boot Road. Follow Boot Road to Thorncroft and follow directions for parking.

STABLING

T.R.D. is UNABLE to procure stabling. The committee apologizes in advance for any inconvenience this may have on competitors.

By your participation, you are aware that this is a public event and media coverage to include photography, audio/video recording, etc., may occur for information sharing, social media, and/or marketing purposes.