

The Countdown to Capital Challenge Is On!

Upper Marlboro, Md. – The Capital Challenge Horse Show is officially 10 weeks away, and the horse show staff is working hard to prepare the venue and the schedule for the start of competition back at Prince George's Equestrian Center in Upper Marlboro, MD, from October 1-10, 2021. If you are interested in sponsoring the show, please contact Jennifer Glass at 239-851-8751 or jenniferleeglass@gmail.com.

The prize list will be available on Tuesday, August 3, for review and entries open on Wednesday, August 4. Keep reading to meet our featured sponsor, rider, and staff member, and be sure to follow us on [Facebook](#), [Twitter](#), and [Instagram](#) for all the latest updates.



The Capital Challenge Horse Show staff is eager to welcome competitors back to the Prince George's Equestrian Center for its 28th edition. **Photo by Jump Media**

Sponsor Spotlight: Ariat Equestrian

Capital Challenge's first corporate sponsor, and a prominent brand at horse shows of all disciplines, Ariat partnered with CCHS 28 years ago for its inaugural event. Ariat serves as a title sponsor of the Ariat Adult National Medal Finals, which will take place on October 8, 2021.



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Due to the show's prestige and the presence of many Ariat-partner riders, Ariat has used Capital Challenge to exclusively launch and preview new products. When Ariat launched its new tall boot, the Divino, it debuted the first pairs at Capital Challenge, where consumers saw them before the boots officially hit the market.

Ariat plans to showcase new products at Capital Challenge again in the future. Its newest tall boot, Ravello, is in final stages of production, and if it's ready in time it will make its debut at Capital Challenge 2021.

One of Ariat's own employees, [Holly Andrews](#), competed in the Ariat Adult National Medal Finals several years ago. Holly, an 'A'-circuit hunter rider and Senior Director of Global English Footwear, worked hard to qualify and attended Capital Challenge as a competitor in the Final.



Hear from Ashton Alexander, winner of the 2020 Ariat National Adult Medal Finals at the Capital Challenge Horse Show.

[Shop Ariat](#)

Get To Know Olivia Sweetnam, Leader of THIS National Children's Medal Standings



Olivia Sweetnam and Armani were named Small Pony Hunter Champion at the 2020 Capital Challenge Horse Show. **Photo by Shawn McMillen Photography**

Olivia Sweetnam of Wellington, FL, is currently leading the standings for the Taylor Harris Insurance Services (THIS) National Children's Medal. She has been a top competitor in the Pony Hunters at Capital Challenge in recent years, and this year will also be taking on the equitation and the NAL Children's Jumper Finals. We spoke with Olivia about her experience in the equitation divisions so far in 2021.

What is your favorite thing about Capital Challenge Horse Show?

I love everything about Capital Challenge, but mainly I love seeing my friends, the scenery, and showing in the indoor arena.

What is it like riding in hunters, jumpers, and equitation? Do you have a favorite?

I love all three for different reasons. Each of them helps me work on certain aspects of my riding and training and helps further my riding.

[Read More About Olivia](#)

[THIS Children's Medal Standings](#)

Meet New Lead Horse Show Secretary and Office Manager, Jessica Keil

Jessica Keil recently became the Lead Horse Show Secretary and Office Manager for the Capital Challenge Horse Show. Get to know her below.



Jessica Keil is the new Lead Horse Show Secretary and Office Manager for CCHS. **Photo courtesy of Jessica Keil**

In your new role as Lead Horse Show Secretary and Office Manager, what are your responsibilities for the 2021 Capital Challenge Horse Show?

My responsibilities include managing and overseeing all aspects of the horse show office including accepting and processing entries and managing the wait lists. I am also working on securing lodging partners, lodging arrangements for our staff, and handling any items and equipment we need to rent for the event.

How do you spend your free time?

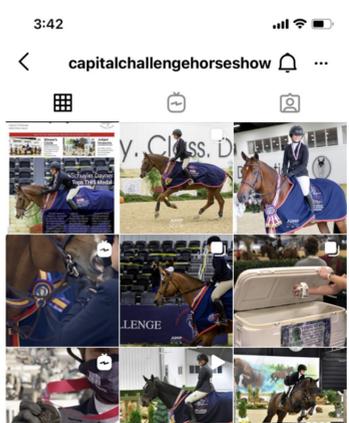
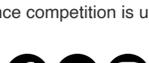
Nowadays, although I don't get to ride as much as I'd like to, my mom has a couple of Tennessee Walkers, so when I am home, I enjoy trail riding with her. I also enjoy road biking, hiking with my dog, and baking. Last year, since we stayed in houses while attending the CCHS in Ohio, I baked apple pies a couple of the evenings. My co-workers are going to be disappointed that I won't have time to bake any pies this year!

[Read More About Jess](#)

Join the Conversation

Follow Capital Challenge on social media, and share your own Capital Challenge Horse photos on [Facebook](#), [Instagram](#), or [Twitter](#) using [#CCHS2021](#) for a chance to be featured here or on the official Capital Challenge social media pages!

Plus, keep up with the latest news, results, interviews, and more via the show's social channels once competition is under way.



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