

Justify to 'Fly' at the Historic Triple Crown Run with Wheels Up as Exclusive Sponsor

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Wheels Up 'On Board' for Justify's Big Race at 2018 Belmont Stakes

NEW YORK, June 6, 2018 /PRNewswire/ -- [Wheels Up](#), the revolutionary member-based private aviation company, today announces an exclusive sponsorship of undefeated Thoroughbred racehorse Justify as he competes at the 2018 Belmont Stakes to become the second Triple Crown winner in 40 years this Saturday, June 9.

As part of the sponsorship, Wheels Up will appear as the only brand logo on Justify and his jockey, Mike Smith, covering the horse's blanket and Smith's pant legs, turtleneck, and boots.



"It's an unbelievable moment for us to add Justify and Jockey Mike Smith to our growing list of incredible Wheels Up Brand Ambassadors. They're in great company with other Member Ambassadors, including Rickie Fowler, Serena Williams, J.J. Watt, Kirk Herbstreit, Russell Wilson and Tom Brady," said Kenny Dichter, Founder and CEO of Wheels Up. "Once you become part of the Wheels Up family, the magic happens—everyone saw that three years ago when we sponsored American Pharoah and he won the Triple Crown at Belmont. It's an honor to represent another potential Triple Crown winner this year. Winners fly Wheels Up, and we wish Justify all the best."

Trained by the legendary American racehorse trainer Bob Baffert, who also trained the 2015 Triple Crown winner American Pharoah, Justify began this year with three wins at Santa Anita, including the Santa Anita Derby, before going on to claim victories in the 2018 Kentucky Derby and Preakness Stakes.

"Heading into Belmont, our team is thrilled to partner with Wheels Up, America's fastest-growing private aviation company," said Elliott Walden, President and Chief Executive of WinStar Farm, who co-owns Justify with the China Horse Club, Head of Plains Partners, and Starlight Racing. "Wheels Up is laser-focused on ensuring their members get to destinations as safely and efficiently as possible. Team Justify shares the same goals and vision as Wheels Up, especially as we aim to fly into the Winner's Circle this Saturday."

The deal was managed by NYC-based Leverage Agency, the exclusive sales and marketing agency for Justify, who also handled the sponsorship of American Pharoah in 2015.

"Wheels Up is an innovative brand that is changing the landscape of private aviation," said Ben Sturner, CEO of Leverage. "We cannot think of a better brand than Wheels Up to partner with a horse like Justify."

About Wheels Up:

Wheels Up is an innovative membership-based private aviation company that significantly reduces the upfront costs to fly privately, while providing unparalleled flexibility, service, and safety. Created and led by renowned entrepreneur Kenny Dichter, Wheels Up offers Individual/Family and Business Members guaranteed access up to 365 days a year to its private fleet of new 8-passenger King Air 350i and Citation Excel/XLS aircraft. With the advanced Wheels Up mobile app for iOS and Android devices, members can seamlessly book flights, manage their accounts, participate in ride-sharing opportunities, and select Hot Flights, a vast selection of one-way "empty-leg" trips posted daily on the app and updated in real time. Members also have access to Wheels Down, a lifestyle platform featuring exclusive events, one-of-a-kind experiences, a full-service luxury concierge, and over \$35,000 worth of partner benefits. Wheels Up does not operate aircraft; FAA licensed and DOT registered air carriers participating in the program exercise full operational control of all flights offered by or arranged through Wheels Up. All aircraft owned or leased by Wheels Up are leased to the operating air carrier and are operated exclusively by that air carrier. For more information, please visit wheelsup.com.

About WinStar Farm, LLC:

Established in 2000 by owner Kenny Troutt, WinStar Farm comprises a 2,700-acre property and is home to an impressive roster of high-performing stallions. WinStar's horses have won some of the biggest races in the world, including the Kentucky Derby (2010), the Breeders' Cup Classic (2011), and the Belmont Stakes (2017). Regularly ranked among the top 10 North American breeders, WinStar has been in the top five every year since 2012 and won an Eclipse Award in 2016 as North America's most outstanding breeder.

About Leverage Agency:

Leverage Agency is a full-service sports, entertainment, and media marketing company. Its accomplished staff brings deep expertise in creating 360° marketing partnerships through branded packaging, sponsorship sales, content creation/distribution, public relations, experiential marketing, and asset valuation/ROI analytics. Headquartered in New York City, with offices in Los Angeles and Miami, Leverage provides insight-driven strategies and develops customized programs for clients to engage their target consumers through impactful marketing campaigns. For more information, please visit www.leverageagency.com.

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