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Horselife Signs BowTie, US Eventing

“Legacy Investor” deadline Oct 31st* for industry
marketing initiative

Denver CO– The next stage of development of *Horselife* got a consensus-building boost last week with partnership commitments from a major publishing house, BowTie, and from a growing association, US Eventing . *Horselife* is the “Got Milk?”-style marketing initiative designed to grow our market through bringing newcomers to horses, and is managed by the Western-English Trade Association .

BowTie, publisher of *Horse Illustrated* and *Young Rider*, and USEA each signed on for a generous level of commitment that WETA hopes all equine industry members will consider.

Pat Trowbridge, group publisher for BowTie said, “Pulling the industry together to market ourselves to newcomers is long overdue. We are pleased to be able to support this effort for the good of the entire industry, and I hope other companies will take a closer look at this program.”

Amy Daum, director of communications for USEA, said, "Supporting *Horselife* is an extension of a process we started three years ago with the finalization of our Strategic Plan for Growth. Without a continually regenerating and growing pool of new riders to compete for, all of us in sports marketing will find it increasingly hard to grow our individual sports. We are delighted to be a part of *Horselife*, and hope that fellow associations will join in."

Horselife needs \$20,000 committed to begin programming Phase 1, with completion expected in 90 days. Partners who commit by October 31st will earn lifetime "Legacy Investor" status, the immediate benefit of which are excellent rates for two-year advertising packages on the *Horselife* web site.

These packages are designed around multiples of \$1000 and \$5000 investments, choosing between a product placement in the shopping section, or a banner that rotates throughout the site. Each \$1000 receives semi-annual, month-long placements for their product. At the \$5000 level, a continuous 24-month promotion is given. In addition, associations receive free exposure on the site, they may receive a weblink and double the exposure by committing to 3 cents per member annually.

Beyond USEA and BowTie, other associations and companies have indicated that they will be coming on board, so stay tuned for further partners. There is no upper limit to the amount pledged by Legacy Investors: If the total committed is more than \$20,000, the excess will be banked for Phase 2.

As the *Horselife* website proceeds through phases two and three, other special offers will be issued, but none so generous as the one offered now to Legacy Investors. ***If you are interested in becoming a Legacy Investor, but have fiscal year and timing issues, please call to discuss alternative arrangements.**

For a complete presentation on becoming a *Horselife* Legacy investor, please visit www.horselife.org, or contact Holly Davis, WETA consultant, at 303-513-7343 or email holly@horseflycreative.com.

About the Western-English Trade Association

The Western-English Trade Association unites our industry for growth, bringing together not just manufacturers, retailers and sales reps, but also breed and sport associations, publications, trade shows, advertising agencies, and other companies working in the equine and western lifestyle industries. Benefits include

shipping discounts and other trade-association advantages, plus extraordinary networking and co-operative business opportunities. The annual Leadership Forum is the association's much-anticipated annual retreat, next year it will be held in Scottsdale, Arizona. For more information or to join WETA, please visit www.wetaonline.com or call 303-295-2001.

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