

From: "American Horse Publications" <ahorsepubs@AOL.COM>
Subject: **AHP Newsgroup: Are You Ready to Equicache<TM>?**
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FOR IMMEDIATE RELEASE

Are You Ready to Equicache™?

The outdoor recreation of ‘geo-caching’ is being introduced into the equestrian world by Trail Blazer Magazine at the launch of the new website www.equicache.us

Geo-caching is a fun treasure-hunt game that is perfect for trail riders around the world, with the basic concept being that you hide and find hidden treasures out on the trail and then report them on a website with GPS coordinates. There are a wide variety of different slants on this trail sport, but they all involve a whole lot of fun.

“I decided back in 2005 that this would be great to introduce this sport into the equestrian world in a big way – and invented the world “equicache™” to identify it with our equestrian trail riding world,” explains Equicache™ founder, Susan Gibson. “My next step was to file for trademark so we could protect the name, and begin to work toward our goals to unveil equicache.us in the spring of 2008. The trademarking of ‘equicache™’ was done to protect our investment, and to make sure that no one else tries to launch a similar site to confuse the consumer.”

The goals, Susan further explains, are unfolding even faster than she had anticipated. “I contacted two of the largest players in the geo-caching sport worldwide, and the outcome of these conversations has resulted in a co-branding partnership that will allow EquiCache.us to become a worldwide hub for the sport of geo-caching for the equestrian.

The names of these two partners will be announced in the spring of 2008, but Susan is very excited about the possibilities. “These companies already have the framework for geo-caching in a multi-million dollar database, and this partnership will allow us to use what they already have, but to narrow the focus just for trail riders.”

The equicache.us website will not only record new and existing caches, it will also provide the ability for trail riders to download USGS maps, photos and even video of horse trails around the world.

“We are also working with companies in the equestrian and outdoor market, who will work with us to “plant” special caches that, when found, will offer up gifts and prizes for the trail rider, explains Susan, “This is the same ideas as finding “winner” under a bottle cap!”

Susan Gibson is also the founder and publisher of Trail Blazer Magazine
<www.trailbazermagazine.us>

For more information about EquiCache™, visit the official website
www.equicache.us

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