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FOR IMMEDIATE RELEASE

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## Gift of the Horse Social Media Contest

The Most Gifted Horsemen in the World Join Together for a Historical Online Event

Today marks the beginning of a historical online event where over 20 of the most “gifted” horsemen (and women) in the world have joined together for a social media campaign aptly named “Gift of the Horse” which will continue through the end of July.

What began as a simple contest idea created by Equine Publishing, LLC, publishers of the upcoming Horse Coupon Book, evolved into a major fundraising event that features almost every celebrity horse trainer in the country including: Clinton Anderson, Sharon Camarillo, Craig Cameron, Denny Chapman, Chris Cox, Jonathan Field, Shawn Flarida, Carole Fletcher, Ryan Gingerich, Julie Goodnight, Lendon Grey, Charmayne James, John and Josh Lyons, Guy McLean, Ken McNabb, Lynn Palm, Pat Parelli, Rex Peterson, Carolyn Resnick, Monty Roberts, Jane Savoie, Les Vogt, Chester Weber, Richard Winters and more to come.

Each Gift of the Horse trainer hand-picked an amazing prize package with an

average value between \$500-\$2,000 which contestants can win by writing an essay that describes why they are \_\_\_\_\_'s biggest fan. Essays are posted to Facebook each Friday and HCB fans can vote on their favorites. Every week, two essays from each trainer will move on to the semi-finals (one from public voting and one from a random drawing) and a panel of judges will select the grand prize winner for each trainer the first week of August.

Although it is entirely free to participate, contestants are asked to consider making a small donation of \$10, \$15 or \$25 to the American Youth Horse Council which impacts over 400,000 children across the country throughout their member organizations such as 4-H, PonyClub, National High School Rodeo and major breed associations including the American Quarter Horse Association, Arabian Horse Association, American Morgan Horse Association, American Paint Horse Association, Tennessee Walking Horse Breeders & Exhibitors Association and many more.

When asked about the "Gift of the Horse" and American Youth Horse Council's (AYHC) response as the designated beneficiary, Jill Montgomery, Executive Director of AYHC comments "The efforts of Horse Coupon Book and Equine Publishing to make their product benefit the entire industry and the American Youth Horse Council in particular are truly amazing. The platforms they have created to support equine activities and reinvigorate participation in the horse industry through their contests and the Horse Coupon Book program have created an everybody wins situation for equine enthusiasts, manufacturers, merchants, producers, service providers and supporting organizations. The American Youth Horse Council is honored and grateful to be the recipient of the "Gift of the Horse" contest proceeds. These funds will be used to help connect kids through horses with educational programs and materials, grants and scholarships, and much needed research in to the benefits of equine activities on youth development."

Additionally, the Gift of the Horse campaign offers promotional opportunities for local trainers, equine businesses, manufacturers and retailers with 100% of proceeds going directly to the American Youth Horse Council.

“Horse Coupon Book is a very special project that was created to help an

exponential number of horse owners, equine professionals and business owners that take advantage of our unique programs. Together with the power of social media, we have created one of the strongest networking tools in the horse industry. It is our goal to generate \$100,000 for the American Youth Horse Council during the course of this unique campaign. Sponsoring Gift of the Horse is a fantastic way to promote your company and receive a great deal of exposure in return for your generosity.” says Jacqueline L. Robbins, President, Equine Publishing, LLC.

Corporate sponsors and promotional partners including Purina, ACTHA, Certified Horsemanship Association, Rate My Horse Pro and more began to show interest in Equine Publishing’s philanthropic efforts as soon as word spread about the upcoming launch.

“Certified Horsemanship Association (CHA)’s purpose is to provide safety and education for the entire horse industry and is proud to partner with Horse Coupon Book and the Gift of the Horse promotion,” says Christy Landwehr, CHA Chief Executive Officer. “CHA does a lot of work with AYHC and it is a great association to benefit with this contest as the board gives back to youth and the groups that serve them in the horse industry by providing educational grants and scholarships. We are also thrilled to have CHA Master Certified Instructor and Spokesperson Julie Goodnight as part of the clinician lineup of experts.”

“Rate My Horse PRO is an educational resource for horse consumers to promote the best horse professionals across all disciplines, so partnering with Horse Coupon Book was an easy decision for this promotion.” Media Relations Director Debbie Hanson says, “We are excited to see professionals at the top of their respective disciplines supporting the education of our future equestrians.”

To learn more about the Gift of the Horse campaign, make a donation, become a sponsor or enter to win the ultimate prize package from your favorite horseman, please visit the official Gift of the Horse website at [www.GiftOfTheHorse.com](http://www.GiftOfTheHorse.com) and follow the campaign closely on [www.Facebook.com/HorseCoupons](http://www.Facebook.com/HorseCoupons).

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