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Bayer HealthCare Animal Health Demonstrates Leadership in Equine Land Conservation Resource Partners Program

Bayer HealthCare Animal Health continues to take a leadership role in turning the tide on the loss of land for horses and horse-related uses. Bayer will again sponsor Equine Land Conservation Resource's (ELCR) Conservation Partners Program.

Bayer's support enables ELCR to provide vital information and resources on equine land conservation to Conservation Partners, which they then share with their members and constituents. Through Bayer's unwavering commitment to conserving land for horses, partners ensure that people at the grassroots level have the knowledge and guidance needed to save their horse parks, farms, ranches and hayfields. ELCR's Conservation Partners currently represent over 1.2 million equestrians across the United States. ELCR's partnerships include a diverse collection of member groups which include breed and discipline associations; equestrian parks and facilities; land trusts and government agencies; media companies; event organizers and equine retail and wholesale companies.

"Horses are part of American heritage. It is sad to see horse farms close and never reopen," said Dr. Scott King, Bayer Animal Health's Equine Products Manager. "If the equine industry is going to remain viable, we must ensure access to horses and horse related activities for generations to come. Bayer supports the efforts of ELCR so we can help protect and preserve these lands and traditions." Dr. King is an active member of ELCR's Board of Directors.

"With Bayer's financial support, ELCR is able to offer our Conservation Partners more and better articles, information, tools and programs which they can share with their own constituents in order to tackle critical land and access issues in their communities," said Anna Gibson, ELCR CEO. "We are truly grateful to have Bayer supporting our mission."

For more information about ELCR's Conservation Partner Program, or to get involved in protecting horse facilities in your community, please visit www.elcr.org or contact ELCR directly at (859) 455-8383.

About the Equine Land Conservation Resource (ELCR): *The Equine Land Conservation Resource builds awareness of the loss of lands available for horserelated activities and facilitates the protection and preservation of those lands. We work to ensure America's equine heritage lives on and the emotional, physical and economic benefits of the horse-human relationship remains accessible. ELCR serves as an information resource and clearinghouse on issues related to conserving horse properties, land use planning, land stewardship/best management practices, trails, liability and equine economic development. For more information about the ELCR visit our website at www.elcr.org or call (859) 455-8383.*