

FOR IMMEDIATE RELEASE

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Bayer Renews Loyal Support as the Exclusive Sponsor of ELCR's Conservation Partners Program

The Equine Land Conservation Resource (ELCR) proudly announces the renewal of their partnership with Bayer Healthcare Animal Health, who will once again exclusively sponsor ELCR's Conservation Partners Program through 2012.

The ELCR Conservation Partners Program is a national membership program for conservation-minded organizations interested in conserving land for future equestrian use. ELCR's Partners currently represent over 1.2 million horsemen across the country, and the program's success can be directly attributed to the diverse collection of members, which include breed and discipline associations, trail and recreational riding groups, equestrian parks and facilities, land trusts and government agencies, media companies, and equine retail and wholesale companies.

Education is a key aspect of the ELCR Conservation Partners program. By distributing information, ELCR serves to educate the Partner groups and their members so that in turn they can inform horsemen nationwide about the immediate need to save land for equine related activities in their communities. Supplying the Partners with this knowledge and guidance needed to ensure horses have the land they require and equestrians desire is made possible with Bayer Animal Health's commitment to help widen ELCR's educational outreach.

Bayer is very much committed to the discovery and manufacturing of products that improve the quality of human and animal health worldwide. Additionally, the company has strong conservation initiatives and a long-time allegiance to the horse industry, beliefs which are demonstrated by their support of ELCR's mission. "Bayer strongly supports efforts to curb the rapid loss of land used for both horses and farming, as this is certain to have a long term impact on the horse industry," said Dr. Scott King, DVM, who serves not only as Bayer's Equine Products Manager, but also as a member of ELCR's Board of Directors. "This sponsorship incorporates our sustainability interests with our dedication to the horse industry. ELCR has had many successes this past year and Bayer is proud to continue to sponsor the Conservation Partners Program."

"I am pleased and thankful for Bayer's continued commitment to this program," noted ELCR President Larry Byers. "Because of their generous support and dedication, ELCR will have the necessary resources available to continue our critical mission of educating the equestrian community about land conservation."

For more information about ELCR's Conservation Partner Program, or to get involved in equine and trail conservation in your community, please visit www.elcr.org or call (859) 455-8383.

About the Equine Land Conservation Resource (ELCR): *The Equine Land Conservation Resource is the only national not-for-profit organization advancing the conservation of land for horse-related activity. ELCR serves as an information and networking resource for land and horse owner, organizations, agencies and all equine enthusiasts on issues related to farm and ranch land conservation, land use planning, farm and ranch land stewardship/best management practices, trail access and sustainability, liability and equine economic impacts. For more information about the ELCR visit our website at www.elcr.org or call (859) 455-8383.*