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CONTACT: Deb Balliet, CEO, Equine Land Conservation Resource
(859) 455-8383 or dballiet@elcr.org

EQUUS Foundation Joins Equine Land Conservation Resource as Premier Conservation Partner

By Yellow Horse Marketing for the Equine Land Conservation Resource

The Equine Land Conservation Resource (ELCR) is proud to announce the addition of the EQUUS Foundation to its roster of Premier Conservation Partners. The Conservation Partners Program is a national membership program of organizations which play a critical role in ELCR's mission to educate the public about the immediate need to conserve land for equine-related activity. With a diverse group of leading equestrian organizations on its roster, the ELCR Conservation Partners Program has grown to become a national network which reaches over 1.1-million horsemen across the country, working with a collective commitment towards saving local land for equine use through advocacy and the sharing of information.

The EQUUS Foundation, also known as Horse Charities of America, has emerged as the primary organization in the equine community solely focused on both horse welfare and the horse-human connection. Since 2003, the EQUUS Foundation has awarded nearly \$2 million in grants to charities across the country which are improving the quality of life of horses, promoting the use of horses to enrich the lives of those in need, and educating the public about the horse's unique ability to empower, teach and heal.

"Horses enrich the lives of millions of people of all ages every day," said Jenny Belknap Kees, Chairman of the Board of the EQUUS Foundation. "Our purpose is to build a more informed and compassionate America that values the magical and powerful bond we have with horses - a bond that has existed for centuries and is stronger now than ever before. In further pursuit of this goal, we are delighted to join ELCR in this effort as a Premier Conservation Partner."

In addition to joining the Equine Land Conservation Resource's mission as a Premier Conservation Partner, the EQUUS Foundation has invited ELCR to become part of the EQUUS Alliance. Established by the EQUUS Foundation Board of Directors in 2011 to recognize the contributions of organizations involved in the equine community whose activities and programs complement and enhance the mission of the EQUUS Foundation, the EQUUS Alliance offers a mechanism to address national areas of common interest in the equine community and the means to support programs of Alliance members that educate the public about horses, provide services that benefit the equine community, and help stimulate advocacy and volunteerism on behalf of horses.

"At ELCR, we are thrilled to partner with the EQUUS Foundation and become part of the EQUUS Alliance," noted Deb Balliet, CEO of the Equine Land Conservation Resource. "Our organizations have a common goal to enhance and preserve the connection between horses and the public, a goal which is critical to achieve towards our mission of conserving land for equine activities, pastures, farms, and trails."

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 resource and clearinghouse for land and horse owners on issues related to equine land conservation, 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.