

FOR IMMEDIATE RELEASE

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Phelps Media Group 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 Phelps Media Group as a Premier Conservation Partner. 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 information sharing and networking amongst horsemen.

Phelps Media Group, Inc. (PMG), based in Wellington, FL, is one of America's leading equestrian public relations firms. PMG was launched in 2002 with the signing of its first client, the National Horse Show, when this historic competition moved from Madison Square Garden to Wellington. In the last decade, PMG has rapidly accumulated a roster of impressive clients in the equestrian world from coast-to-coast and internationally, including the USET Foundation, National Horse Show, and many top-tier equestrian events, organizations, companies, athletes, and trainers. In 2006, PMG expanded services to establish PhelpsSports.com, a popular equestrian news website.

PMG Founder and President Mason Phelps, Jr. is a lifelong horseman who has participated in many aspects of the equestrian world including as a U.S. Equestrian Team rider, trainer, event manager, governance leader, charity organizer, and multi-media executive. Phelps is also the founder, first President, and current Board member of the Kensington Conservancy, a bi-national land trust in northern Ontario, Canada which works to protect area lands and waters. With this past involvement in land preservation, it was only natural for Phelps' interest to carry over to the conservation of equestrian land. "We've watched highways go through hunt country and developments take over farms, pushing the equestrian community out. I am very much concerned about the protecting land for our horses into the future," explained Phelps. "Education and communication are a huge part of this effort. There's still a lot of people who are unaware of the threat, so it's important for companies, groups, and organizations to become involved to support the conservation of equine land. If there's anything Phelps Media Group can do to help promote this cause, I'm all for it."

"At ELCR, we are actively involved in helping preserve over 100,000 acres of land a year for direct horse activities, pastures, farms, and trails, but this would not be possible without the participation of our Conservation Partners," noted Deb Balliet, CEO of the Equine Land Conservation Resource. "We are delighted to have Phelps Media Group join us to help create awareness among the equestrian community about equine land conservation issues, and thereby help ensure a future for all horse sports."

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.*