

FOR IMMEDIATE RELEASE

For additional information, contact:
Holley Groshek, Executive Director
Equine Land Conservation Resource
Phone: 859-455-8383
Email: hgroshek@elcr.org
www.ELCR.org

Equine Land Conservation Resource Releases Three Year Strategic Plan

Lexington, Ky. – March 17, 2016 - For the past 15 years, with the support of our donors and conservation partners, ELCR has sounded the alarm and made the horse community more aware of the importance of land conservation for the future of horses. Our educational campaigns, resource materials and technical assistance have aided in the protection of more than 200,000 acres of land and more than 1,200 miles of trails.

“While much has been accomplished, through our educational programs, a series of community based town hall meetings and feedback from partners, organizations and individuals requesting our assistance, it has become clear that ELCR must do more and do it now,” said ELCR Board President, Ken Haddad. “We have greatly underestimated the severity of the land loss issue even in the most recognizable horse communities.” In response the ELCR Board of Directors has formulated a three year plan to identify and assist communities stay ahead of land loss issues.

The Plan lays out how ELCR will enhance its existing capacity to be more actively engaged at the local level. ELCR will expand its existing network of equine and land conservation organizations to include more local organizations. Giving these groups the opportunity to learn from one another, be united by a shared commitment and share successes and failures will strengthen local equine land conservation efforts. The expanded network will act as a unified voice on behalf of the horse both in response to crisis and in shaping public support and local policies. Network members will help inform ELCR and shape its programs and services and will disseminate educational materials, expertise and other resources to support horse land conservation activities at the grass root level.

“We are excited to begin this new phase of our work here at ELCR,” said ELCR Executive Director, Holley Groshek. “Working more closely in partnership with local community based organizations will help accelerate the conservation of local horse lands in order to protect the future of the horse in America.” The ELCR 2016-2018 Strategic Plan is available at <https://elcr.org/strategic-plan/>

About the Equine Land Conservation Resource (ELCR): ELCR builds awareness of the loss of lands available for horse-related activities and facilitates the protection and conservation 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 conserving horse properties, land use planning, land stewardship/best management practices, trails, equine liability and equine economic impact. For more information about the ELCR visit www.elcr.org or call (859) 455-8383