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ELCR Launches Crowd Funding Campaign to Support Planning Tools for Horse Friendly Communities

Lexington, KY - April 21, 2014 – The Equine Land Conservation Resource (ELCR), feels that effective community land use planning is one of the fundamental cornerstones to keep land open and accessible for horses. To help horsemen across the country better understand and become more actively involved in the planning process, ELCR has just launched its first crowd funding campaign on Indiegogo with support from many of our Conservation and Corporate Partners including: Active Interest Media, American Quarter Horse Association, American Competitive Trail Horse Association, Equineprofessionals.com, Equitrekking, Kentucky Performance Products, National Cutting Horse Association, US Equestrian Federation, US Eventing Association, US Hunter Jumper Association and US Pony Clubs.

The campaign will support the development of a ***Planning and Zoning Guide for Horse Friendly Communities***. The guide will provide resources to horsemen, community leaders and planners to help them understand how to successfully include horses and horse-related activities in their community planning efforts, and why they should. To find out more about this exciting project, please visit our campaign site at <https://www.indiegogo.com/project/preview/b784f9aa>

A significant portion of our population lives in or near urban areas. This, combined with continued development and urban sprawl, is putting pressure on horse land. As a result, access to horses and the opportunity to ride is being lost from the everyday lives of millions of people, especially children in cities & suburbs.

Since land is saved locally, it is vital that horsemen understand the basics of planning and zoning and how they impact horse keeping, breeding, competing and recreating, as well as equine related businesses in order to have access to horses and enjoy their benefits. Planning and zoning decisions can affect how land is taxed, what it may be used for, and which standards and regulations are applied to it. These decisions determine not only whether individuals may keep horses on their own property, but also whether horses have access to community parks and trails.

Please support this important equine community effort. With your help, the future of horses in our cities or towns will be ensured. **It really does “take a village” to conserve and protect our cherished equine places and spaces!**

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.*