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EQUINE GUELPH
helping horses for life

"Please forward this to a fellow horse lover!"

OCTOBER 2010



EquiMania! Wows Kentucky and All Attending Nations at the Alltech FEI World Equestrian Games

"Wonderful education for all ages. Thank you for coming to Kentucky!!" - Somerset, KY

EquiMania! ventured into new territory crossing into the United States to be part of North American history. This is the first ever World Equestrian Games to be hosted on this continent. For 16 days, Lexington's Kentucky Horse Park hosted 507,022 spectators and a good percentage of them are now Equimaniacs!

EquiMania! was honoured by the invitation to act as anchor of the youth education initiative in the Equine Village and even more pleased by the response from the attendees at WEG. Local residents, international visitors, competitors & thousands of school kids marched into EquiMania!

The Kentucky Herald reports 63,000 of these student admissions were paid by Alltech's business partners, under the Give Kids A Chance program.



Many commented they had never seen an equine display of this magnitude before. The consensus upon departure was resounding approval for how EquiMania! made learning about equestrian safety fun! Equine Guelph's display was touted as "the most hands-on exhibit at the park" by many a participant.

"This is awesome! Really the only hands on exhibit here and good safety info made FUN!" - Lexington, KY

Equimaniacs in Ontario have seen the youth safety display transform over the last 6 years from infancy into a 5,500 pound fountain of interactive education. Seeing the excited reaction from first time viewers was extremely rewarding!

"Kids are hungry for equine knowledge" proclaims Gayle Ecker. "No one left the EquiMania! display without learning something new about horses and their care and safety."

Equine Guelph brochures were in high demand, not only for the free online tools available to horse lovers but for the pathway to education from the Kid's online barn right up to the University of Guelph's accredited online programs. Visitors were amazed at the wide variety of courses on offer leading to careers in the horse industry and pleased to learn about top professionals teaching these scientifically based programs.

Equine Guelph spoke with residents of more than 50 countries. Some of which were already acquainted with the University of Guelph's award winning programs because of students already enrolled. Others were keen to hear about the unique flexible study on offer and how it could benefit their horses.

"What a wonderful exhibit for our kids- A FAVORITE" - Columbus, Ohio

Another extremely popular draw at the EquiMania! exhibit was the Helmet Fitting Demonstration sponsored by Equine Guelph, UK Healthcare, Safe Kids (Fayette County) and Pegasus Helmets. Young and young at heart were measured and shown how to choose the best fitting riding helmet to optimize safety.

"As a result of joining up with EquiMania! at the Games, we were the first coalition of Safe Kids USA to present an equine helmet safety initiative!" says Sherri Hannan, County Coordinator, Safe Kids Fayette County.

"The response was so overwhelmingly positive that we hope to extend the initiative to more Safe Kids chapters across the United States, teaching equestrians to use their heads and wear a helmet."

Primarily an urban non-profit association; Safe Kids have traditionally focused on helmet initiatives in the biking, skateboarding, baseball and hockey categories.

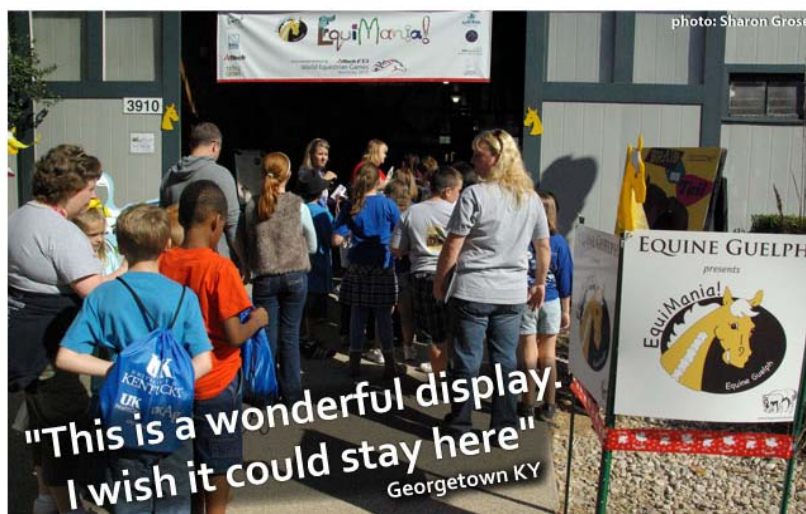


"Well done - best exhibit at the park" - Georgetown KY

Equine Guelph thanks all the sponsors who made the presence of EquiMania! at WEG a reality: Alltech, UK HealthCare, Kentucky Children's Hospital, Pegasus, Saddle Up Safely, Safe Kids Fayette County, SSG Gloves, Triple Crown and the Kentucky Horse Park.

Equine Guelph has received many visitation inquiries from equestrian organizations all over the world as a result of its presence at the Kentucky Horse Park.

This feat could not have been achieved without excellent sponsors and superb volunteers.



Be a part of Equine Guelph's team at the Royal Winter Fair!



EquiManiacs have a lot of fun every year at the Royal, teaching visitors to be safe around horses. If you would like to volunteer and participate in Equine Guelph's safety initiative please email your contact information and availability to: eqmania@uoguelph.ca

UPCOMING EVENTS

Mark your calendar!



October 23 - 24
(EquiMania!) "Battle of the Breeds",
Fort Erie Race Track

October 26
The Horse Health Check,
Reach Huron, Clinton

November 05 - 14
(EquiMania!) Royal Agricultural Winter Fair,
Exhibition Place, Toronto

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