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“California to Honor Equine Industry”

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California to honor equine industry on December 14th, "Day of the Horse"

PENGROVE, Calif.— In January of this year Dennis Reis, founder of the School of Universal Horsemanship began the legislative process to create a California State observance day honoring the horse. "I wanted to increase awareness of the importance of the horse in our culture. The horse industry contributes over \$112 billion annually to the American economy and the horse is a common bond among all peoples who led the way in building our country Our past rides upon the horses back and is a living link to the heritage and history of our nation."

With the help of Assemblyman Joe Nation "The Day of the Horse" was passed on the Senate Floor today by unanimous vote, making the second Saturday in December the official "Day of the Horse".

Said Nation, "I was pleased to be able to author this resolution to honor the contributions horses have made. This will also increase awareness to the horses' welfare in the State of California."

Dennis Reis has devoted his life to the practice of horsemanship and is dedicated to improving the horse-human relationship through the sharing of age-old horse handling methods and knowledge.

Come join Dennis and his students for a free demonstration of horsemanship techniques at the Excalibur Hotel & Casino during the National Finals Rodeo this coming December. Said Dennis "I would like to invite all people of California and the rest of the nation to celebrate with me in Las Vegas on

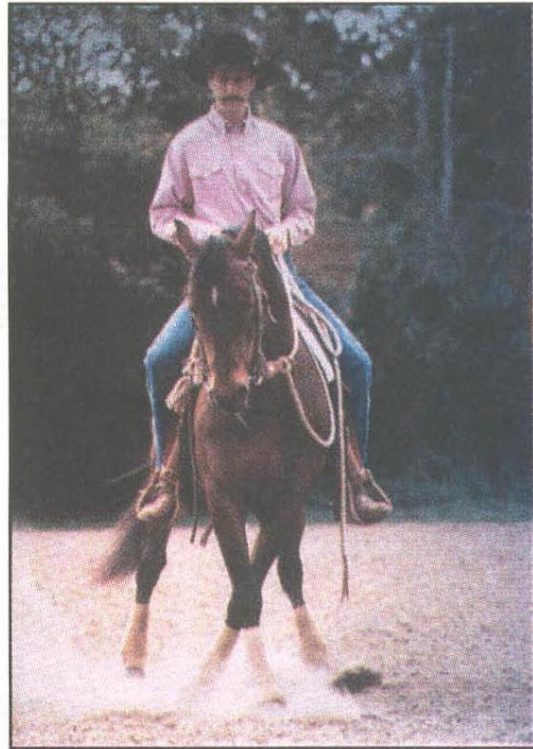


Photo above: Dennis Reis

December 14th the first officially recognized "Day of the Horse" and encourage everyone to continue to promote the welfare of this majestic animal. With the help of all horse lovers our goal is to create a National "Day of the Horse".

To find out more about the Day of the Horse" resolution or the "Day of the Horse" celebration go to www.reisranch.com or call 1-800-732-8220