



THE HUMANE SOCIETY
OF THE UNITED STATES



The HSUS and Parelli™ Natural Horsemanship Team Up to Spotlight Adoptability of Rescued Horses

Pat Parelli to receive esteemed Humane Horseman of the Year award at Fort Worth Celebration

(Sept. 22, 2009) – The Humane Society of the United States and world-renowned natural horsemanship trainers, Linda and Pat Parelli, will join forces to spotlight the trainability and intelligence of rescued horses at the Parelli™ Celebration in Fort Worth, Texas, from Sept. 25-27. The Parelli Celebration is a three-day event celebrating horses and humans, offering the opportunity to learn valuable training skills from world champions.

As part of the Celebration, The HSUS is working with its Cleveland Amory Black Beauty Ranch's Doris Day Horse Rescue and Adoption Center to help a horse in need of training through a development program with Pat Parelli that combines common sense psychology, communication techniques and philosophies. Celebration guests will see first-hand the resilience and trainability of rescued horses, in addition to their ability to form strong bonds with humans if given the proper training.

The featured horse at the Fort Worth event is expected to be a stunning 5-year-old mustang, one of the 210 wild horses rescued from starvation earlier this year during a large-scale neglect investigation in Nebraska. At the end of the Celebration, this horse will be available for adoption through the participating horse rescue group.

Additionally, The HSUS will present Pat Parelli with the annual *Humane Horseman of the Year* award during the Celebration. The award recognizes Parelli's commitment to helping rescued horses through natural horsemanship and honors his ongoing work with The HSUS. During 2009, The HSUS and Parelli will travel the country to hold Celebrations in seven different cities. Like Fort Worth, each Celebration will feature an adoptable rescued horse that will work with Parelli for the three-day event and will then be available for adoption.

INTERVIEW OPPORTUNITY: Keith Dane, The HSUS' director of equine protection, and Pat Parelli, Parelli Natural Horsemanship

WHEN: The HSUS award to be presented Saturday, Sept. 26, at approximately 5 p.m.
General Celebration events are ongoing Friday-Sunday 8 a.m. – 6 p.m.
Additional interviews can be scheduled throughout the weekend of the Ft. Worth Celebration

WHERE: Will Rogers Memorial Coliseum
3401 W. Lancaster Ave. in Fort Worth

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About the Humane Society

The Humane Society of the United States is the nation's largest animal protection organization—backed by 11 million Americans, or one of every 28. For more than a half-century, The HSUS has been fighting for the protection of all animals through advocacy, education, and hands-on programs. Celebrating animals and confronting cruelty—on the web at humanesociety.org.

The HSUS works to heighten awareness of the benefits of adopting a rescued horse and to prevent cruelty to our equine companions. Through the Homes for Horses Coalition, co-founded by The HSUS,

we provide resources and support to the equine rescue community. Please visit www.homesforhorses.org for more information.

About Parelli™

The Parelli™ Program, founded in 1981 by lifelong horseman and teacher Pat Parelli, combines common sense psychology and communication techniques and philosophies for a better horse and human training method. The Parelli method allows horse lovers at all levels to achieve success without force, partnership without dominance, team work without fear, willingness without intimidation and harmony without coercion. Linda and Pat Parelli are on a mission to make the world a better place for horses and humans, working to inspire, empower and educate through natural horsemanship. Their award-winning Parelli Natural Horsemanship TV series can be seen on cable and satellite on RFD-TV on Wednesdays at 10:00 p.m. EST. To learn more about Parelli, please visit www.parelli.com.

About the HSUS/Parelli Partnership

The HSUS-Parelli relationship is designed to raise awareness among the horse community about the plight of rescued horses everywhere, and to highlight the trainability of these resilient, forgiving animals. . The goals are to give horsemen and women an understanding of the advantages of adopting a rescued horse, while bringing well-deserved attention to those dedicated to saving the lives of rescued horses.