



FOR IMMEDIATE RELEASE

Pat Parelli Named Horseman of the Year by The Humane Society of the United States

Ft. Worth, TEXAS (Sept. 29, 2009) – Parelli™ Natural Horsemanship, the world leader in natural horsemanship, announces Pat Parelli as the recipient of the Humane Horseman of the Year Award. Presented by The Humane Society of the United States (HSUS), the award recognizes Parelli for his work with The HSUS through a program centered on the trainability and adoptability of rescued horses. Keith Dane, director of equine protection for The HSUS, presented Parelli with the award during the Parelli Celebration, a three-day event celebrating horses and humans, held recently at the Will Rogers Memorial Coliseum in Ft. Worth, Texas.

"We are thrilled to have the opportunity to work with Pat Parelli to celebrate horses and help find adoptive homes for rescued horses across the country," said Dane.

"Our number one mission is to help people have more successful and rewarding relationships with horses," Pat Parelli said. "It is truly an honor to receive this award from The Humane Society, an organization that shares our dedication to humane, natural horsemanship. I look forward to continuing to train rescue horses across the country so they can find happy and healthy homes."

Throughout 2009, The HSUS and Parelli have been traveling the country to hold Parelli Celebrations in seven different cities. Each Celebration features an adoptable rescued horse working with Pat Parelli and his team for the three-day event, after which the horse is available for adoption. The final 2009 US Celebration will take place in Lakeland, Florida, Oct. 9-11.

"The Celebrations and the Parellis have been a powerful force in highlighting the adoptability of rescued horses. We are delighted with the results of this collaboration," said Dane.

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, teamwork 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.

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