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PRESS RELEASE

For immediate release
April 29, 2020

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Parelli Foundation Announces Connection with The Right Horse Initiative as an Industry Partner

Huntersville, NC - The Parelli Foundation is pleased to join The Right Horse Initiative, a program of the ASPCA, as one of their industry partners. Established in 2016, The Right Horse Initiative hosts a collective of industry professionals, equine welfare organizations, and advocates working together to reframe the conversation around equine adoption and improve the lives of horses in transition through a dialogue of kindness and respect. This partnership allows the Parelli Foundation to support The Right Horse's goals of massively increasing the number of successful horse adoptions in the United States and improving the number of positive outcomes for horses in transition as they move from one home, career, or owner to the next.

The Right Horse's industry partners are a group of corporations, organizations and associations who commit their time, talent, and resources promote horse adoption through education, training, and public awareness on a national level. These organizations do not actively participate in rescuing, housing or adopting horses but do play an essential role in helping horses in transition

One of the Parelli Foundation's four pillar programs, Horse Welfare, provides grants to organizations that actively promote horse welfare via education initiatives for horse rescue centers and other complimentary non-profit organizations that improve welfare and adoptability of the horses they care for. These education initiatives increase awareness of the impactful results of natural horsemanship on the lives of horses in transition and how it provides them a new opportunity for a bright future.

Summer Wyatt Bacharach, Executive Director of the Parelli Foundation, states: "Serving as one of The Right Horse's industry partners gives us the opportunity to promote natural horsemanship and horse welfare on a broader scale. Additionally, many more equine welfare organizations, equines, and adopters will benefit from our resources like Pay It Forward hours from professional horsemen, gently used equipment, Horse Welfare grants, and our Rehoming for Life series."

As a partner of The Right Horse Initiative, The Parelli Foundation is proud to support a national movement to shatter the stigma surrounding horses in transition, working with The Right Horse Initiative to promote equine adoption as well as the bond between horses and humans.

"With a shared vision for increasing adoptions and elevating the welfare of all equines, we are thrilled to combine forces with the Parelli Foundation to help even more horses across the country," said Dr. Emily Weiss, Vice President of ASPCA Equine Welfare. "Together we will continue to improve the lives of countless horses through innovative programs, training, and increased public awareness."

In alignment with this goal, the Parelli Foundation will be accepting applications for its Horse Welfare grant program from May 1st through June 15th. The application can be found at ParelliFoundation.org/programs/horse-welfare/

To foster or adopt an equine, please visit MyRightHorse.org. For more information about the ASPCA's efforts to help horses, please visit aspca.org.

About The Right Horse Initiative:

The Right Horse Initiative, a program of the [ASPCA®](#) (The American Society for the Prevention of Cruelty to Animals®) , is a collective of industry professionals and equine welfare advocates working together to improve the lives of horses in transition through a dialogue of kindness and respect. Through collaboration with over 70 industry and adoption partners, The Right Horse is able to innovate new and better adoption standards and practices. Together, the goal is to shatter the stigma and reframe the conversation around equine adoption in order to massively increase horse adoption in the United States.

About The Parelli Foundation:

Originally born from Pat Parelli's passion to spread the message of natural horsemanship and to unite people and horses in harmony, the Parelli Foundation is a unique conduit between those who wish to help the world of horses and programs that passionately support those causes. The focus programs for the foundation are: Horse Welfare, Future of Horsemanship scholarships for youth, Career and Equine Talent scholarships, and Therapeutic Horsemanship, including the Heroes and Horsemanship Initiative. The Parelli Foundation has provided funding over \$700,000 since 2012 through these programs. To join the growing movement of passionate horse lovers who give back or to find out more information about the Parelli Foundation, please visit ParelliFoundation.org