



PRESS RELEASE

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MONTY ROBERTS SEEKING HORSES FOR HIS DEMONSTRATIONS AT EQUINE AFFAIRE

Unique Opportunity to Have Your Horse Trained By a World Renowned Equine Behaviorist

Santa Ynez, CA (December 3, 2004) – Monty Roberts, referred to by some as the Horse Whisperer, is an internationally acclaimed horse trainer, equine behaviorist, and bestselling author of, “The Man Who Listens to Horses.” He is searching for horses to demonstrate his violence-free, Join-Up® training methods during the upcoming Equine Affaire February 3 - 6, 2005 in Pomona, California. Horse selection will take place on February 2, 2005. To be considered, owners and their horses must be available during these dates.

Monty is looking for two varieties of horses for these clinics: un-started horses that have never been saddled or bridled, and remedial/problem horses. He has started over 15,000 horses on their way to happy and successful careers using his revolutionary force-free methods and his resume includes some of the most remarkable turnarounds in recent horse racing history. He is a trusted horse training consultant to Her Majesty Queen Elizabeth II, and owns and operates one of the most famous horse training facilities in the world: Flag Is Up Farms in Central California.

SELECTION PROCESS

To be considered for Monty Roberts’ demonstrations at Equine Affaire, your horse must be pre-approved. To learn details about demonstrations and selection criteria, or to obtain pre-approval, please contact Monty Roberts Certified Instructor and Horse Coordinator, Sally King at demohorse@montyroberts.com or (805) 688 – 6288.

(more...)

Pre-approved horses will be evaluated at the Fairplex in Pomona on **Wednesday, February 2, 2005**. Owners must be present. Through evaluation of the horse, and interviewing of the owner, Monty will select the horses that he feels will give the audience the most educational demonstration. There is no guarantee that an owner's horse will be selected.

For details on Monty's demonstrations at Equine Affaire, to obtain pre-approval for your horse's consideration, or to learn more about the horse selection process, contact Monty Roberts Certified Instructor and Horse Coordinator, Sally King at demohorse@montyroberts.com or (805) 688 – 6288.

ABOUT MONTY ROBERTS

Monty Roberts first gained widespread fame with the release of his New York Times Best Selling book, "The Man Who Listens To Horses"; a chronicle of his life and development of his non-violent horse training methods called Join-Up®. Monty grew up on a working horse farm as a firsthand witness to traditional, often violent methods of horse training and breaking the spirit with an violent hand. Today, Monty's goal is to share his message that "Violence is never the answer." Join-Up® philosophies can be seen at work with both humans and horses around the world, from farms to major corporations. To learn more about Monty Roberts or the many applications of his Join-Up training methods, visit www.montyroberts.com or call (805) 688 - 6288.

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