



PRESS RELEASE

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MONTY ROBERTS ANNOUNCES “GENTLING YOUR SPOOKY HORSE” VIDEO
All New VHS Tape Uses Join-Up® Methods to Work With Easily Frightened Horses

Santa Ynez, CA (Nov. 9, 2004) – Monty Roberts, internationally acclaimed horse trainer, equine behaviorist and bestselling author of *The Man Who Listens to Horses*, today announced the release of “Gentling Your Spooky Horse,” an all new addition to his educational series. This video offers techniques utilizing instinctual equine behavior to gently easily frightened horses without the use of violence or intimidation.

Monty Roberts’ revolutionary training methods called Join-Up®, are based on a consistent set of principles using the horse’s inherent methods of communication and herd behavior. In this latest addition to his educational series, Monty and a student use desensitization and Join-Up to cause a horse to accept such potential “predators” as plastic bags and balloons. Viewers will learn how to apply these same methods at home, enabling them to enjoy everyday routines that evolve the horse’s behavior from wild and spooky, to relaxed and happy.

“Gentling Your Spooky Horse,” is available on VHS today for \$25. To order or learn more visit, www.montyroberts.com or call, 1(888) U2-MONTY.

(more...)

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 abusive 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 across 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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