



PRESS RELEASE

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HORSE WHISPERER DEMONSTRATIONS AT FLAG IS UP FARMS

See Horses Trained Using Their Own Natural Language

SANTA YNEZ, CA (July 27, 2004) – Monty Roberts, a modern day “horse whisperer” and New York Times best selling author of “The Man Who Listens to Horses,” trains horses using their own body language and a non-violent method he calls Join-Up®. Free demonstrations are being offered every Saturday at 2pm at Flag Is Up Farms in Solvang, California.

By communicating with horses in their non-verbal language and asking the horse for their trust, the Join-Up® method allows trainers to gently accomplish in 30 minutes, without the use of force or violence, what can take traditional horsemen three weeks.

“Violence is never the answer,” Monty Roberts said. “For centuries, humans have said to horses, ‘You do what I tell you or I’ll hurt you.’ Humans still say that to each other - still threaten, force and intimidate... at heart, I’m saying that no one else has the right to say ‘you must’ to an animal - or to another human.”

Demonstrations are now being offered every Saturday at 2pm at Flag Is Up Farms: 901 East Highway 246, Solvang, California. An enriching destination for the whole family, visitors are welcome daily, at no charge, between 9am and 5pm. Located in Solvang, California, the farm is also home to Monty Roberts International Learning Center (MRILC) and horse celebrity Shy Boy (a mustang who “Joined Up” with Roberts in the wild). For directions or more information, visit www.montyroberts.com or call (805) 688-6288.

(more)

MONTY & PAT ROBERTS, INC.

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ABOUT FLAG IS UP FARMS

Flag Is Up Farms is an internationally renowned horse training facility and home to Monty and Pat Roberts as well as horse celebrity Shy Boy: a mustang who “Joined-Up” with Roberts in the wild. Monty Roberts International Learning Center is also on site. The Learning Center is part of the non-profit organization Join-Up International, and is dedicated to promoting effective alternatives to violence and force in both equine and human relationships through special events, classes, and in-depth courses throughout the year. For more information, visit www.montyroberts.com or call (805) 688-6288.

ABOUT MONTY ROBERTS

Monty Roberts first gained international fame in 1996, 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®. Roberts grew up on a working horse farm as a firsthand witness to traditional, often violent methods of horse training and breaking spirits with an abusive hand. Today, Roberts’ goal is to share 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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