

# In The Press!



## **Best of America By Horseback, The National Park Service and TWHBEA to Work Together to promote National Trail Awareness and Responsibility**

Lewisburg, TN (February 1, 2008) – Through unique partnerships with both the National Park Service and the Best Of America By Horseback television series, the Tennessee Walking Horse Breeders' and Exhibitors' Association will pursue new and innovative ways to use the Tennessee Walking Horse to promote National Trail Awareness.

The first-of-its-kind agreement between TWHBEA and the National Park Service has been finalized in January 2008. The agreement initiates efforts to work together on projects to enhance the training and development of National Park Service staff in the practical use of horses for resource management, protection activities, and in the maintenance of park facilities. Additionally, this agreement enables TWHBEA and the National Park Service to potentially link their existing youth programs including the National Park Service Junior Ranger Program and TWHBEA's Academy and Certified Riding Instructor programs. As a result of this agreement the TWHBEA and the Tennessee Walking Horse will figure prominently in educational and interpretive events in parks and on trails in the National Trails System that increase awareness of sustainable horse use, best practices, and environmental ethics by trail users.

In an agreement also finalized in January 2008, TWHBEA and Best of America By Horseback have joined up once again to promote the Tennessee Walking Horse, now utilizing TWHBEA's connection with the National Park Service. Under this new agree-

ment, Best Of America By Horseback will bring an exciting level of publicity to events organized by TWHBEA members and volunteers in cooperation with several National Parks. Best Of America By Horseback host Tom Seay will continue to inform his viewers about the benefits of the Tennessee Walking Horse and will also work with TWHBEA on several arranged speaking engagements. Additionally, TWHBEA will have the valuable opportunity to host breed demonstrations and/or seminars at each of the Best Of America By Horseback events scheduled for 2008.

“This agreement with Best of America By Horseback is a truly exciting opportunity for the Tennessee Walking Horse and the National Park Service. Best of America By Horseback is internationally recognized as the Voice of Trail Riding. The publicity that they bring to the Tennessee Walking Horse and the National Park Service will be invaluable,” said Stan Butt, Executive Director of TWHBEA.

Both of these agreements will enhance the visibility of the TWHBEA and the Tennessee Walking Horse across the country. Already a premier recreational breed, the Tennessee Walking Horse is primed to take the spotlight as the ultimate trail breed.

The Tennessee Walking Horse Breeders' and Exhibitors' Association<sup>SM</sup> (TWHBEASM), headquartered in Lewisburg , Tenn. , is the oldest and most prestigious organization devoted to the promotion and protection of the breed. Founded in 1935, the breed registry was established to record the pedigrees of the Tennessee Walking Horse. Its goal is to maintain the purity of the breed, to promote greater awareness of the Tennessee Walking Horse and its qualities, to encourage expansion of the breed and to help assure its general welfare.

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