

THE SHOPPING MAGAZINE FOR HORSE PEOPLE

WINTER 2008

EVERYTHING FOR HORSE & RIDER

PINK POWER

Fight breast cancer with great products

GOIN' GREEN

Make your horse & barn eco-friendly

**REAL-LIFE
RIDER
MAKEOVERS**
Our experts answer your call



*****ECRLOT**C-014

JESSICA WHEELER
SMARTPAK EQUINE
STE 5
40 GRISSOM RD
PLYMOUTH MA 02360-7205

PRSR STD
US POSTAGE PAID
P051 PERMIT NO.50
04290 BOLINGBROOK, IL



Pretty in pink: Cover girls Sarah Murphy and Bonnie Mosser prepare for an outing with products that benefit breast cancer research and initiatives. Murphy, left, wears a Wrangler® Tough Enough to Wear Pink Button-up shirt, a LILO Esperanza™ Lady's Fitted Jacket, a Wrangler TETWP Baseball Cap, and a TETWP choker and bracelet from Montana Silversmiths. On her mount: a headstall, reins and breast collar from Weaver Leather's new TETWP collection, plus SMB Elite™ Pink & Purple Sports Medicine Boots and a SMx H.D. TETWP Air Ride™ Western Show Pad from Professional's Choice. Mosser sports a LILO Esperanza Embroidered Double Striped Polo Shirt, a TETWP pin and watch from Montana Silversmiths and the SSG® Riding Glove for Hope. Her horse models a Létitia Breast Cancer Awareness Embroidered Saddle Pad and matching embroidered polo bandages. Also pictured: a SmartPak SmartPink™ stable sheet (on horse at far left). Sponsored by Mountain Horse, event

THE POWER OF PINK

Equestrians rally to support breast cancer awareness and research.

By Laurel Scott

If the shelves at your local tack store look rather pink this October, it's all for a good cause. Breast cancer has touched the lives of countless equestrians, and pink is the signature color of those battling this devastating disease—especially during national Breast Cancer Awareness Month.

“Riding is predominantly a woman’s sport in the United States, as breast cancer is primarily (but not exclusively) a women’s disease,” says Equestrian Collections President Chris Duggan. “We are joined by our community of gender and our community of riding. It is a powerful force that is helping to bring the fight against breast cancer into our sport.”

The equestrian retail industry has risen to the challenge, raising funds towards the prevention and cure of breast cancer through the sale of special pink products. Among the participating companies are Wrangler®, Professional’s Choice, Justin, Montana Silversmiths, Weaver Leather and the PRCA ProRodeo—all partners in the “Tough Enough to Wear Pink” campaign (see www.toughenoughtowearpink.com).

At the 2006 Wrangler National Finals Rodeo, Wrangler presented a check for \$1 million to movement founder Terry Wheatley, who accepted the donation on behalf of the Breast Cancer Research Foundation, according to a “Tough Enough” campaign spokesperson. A Western retail store owner, Wheatley is a breast cancer survivor who was driven by the disease’s growing impact to get the word out. As she recalls, “We weren’t sure if we could convince the cowboys to wear pink, but yes, they *are* tough enough, and now more than 100 local rodeos nationwide have shown they are, too!”

Karl Stressman, director of Western special events for Wrangler Specialty Apparel, is especially moved by the way small towns across the country have joined the effort. “That’s

what this thing is really about—pulling communities together and proving that every contribution, no matter the size, makes a difference,” he says.

Retailers in the Pink

Of course, as Chris Duggan is careful to note, pink is as pink does. “The [benefit] products have to be good, have to be useful, have to mirror the purity of the demand for them,” she explains. “Where [the companies] breach that trust, they do not sell. Riders do not accept ‘Pink Bandwagons.’”

Fortunately, the movement continues to attract the equestrian industry’s best and brightest. Other participating retailers include SSG® Riding Gloves, SmartPak, Wahl, LILO Esperanza, Létitia—and the list

savvy support

Show your support for Breast Cancer Awareness while protecting your horse’s legs with Union Hill’s Létitia Breast Cancer Awareness Embroidered Polo Bandages, fashioned of high-quality, washable fleece with pink embroidery. A percentage of the proceeds will be used to support breast cancer initiatives. In Black or White, at a suggested retail price of \$24.99. Also available: the Létitia Breast Cancer Awareness Saddle Pad, SRP \$49.99; the Létitia Embroidered Baby Pad, SRP \$19.99; and the Létitia Embroidered Saddle Pad, SRP \$49.99. For a dealer near you, contact (732) 786-9422 or visit www.unionhillcorp.com.





haute halter

Show your care by adorning your horse with a **Breast Cancer Pink Ribbon Halter**. From **Red Haute Horse** (a division of Yellow Dog Design Inc.), it features the cause's signature logo on a heavy polyester braid overlay sewn on black nylon. The American Cancer Society receives 10 percent of the proceeds from sales of these halters. In Pony/Foal, Cob, Average and Large Horse sizes, suggested retail prices **\$30-\$40**. (336) 553-2172; www.yellowdog-design.com.

goes on (see selected product profiles).

To Helen Cox, marketing manager of the Wahl Clipper Animal Products Division, the campaign is a win-win situation for everyone. "Breast cancer has affected every family across the nation in some form or another," she muses. "Not only do you receive a quality product by reputable manufacturers, you are also supporting the hundreds of thousands—if not millions—of lives that are touched by this disease."

Ed James, owner of SSG Gloves, agrees. "Breast cancer is rampant; the more we can contribute towards a cure, the better off we will be," he says. "Ninety percent of our customers are ladies, so it is logical for us to want to help find a cure."

Employees from SmartPak are so committed to the cause that they've teamed up to participate in Boston's Avon Walk for

Breast Cancer. "Breast cancer is an issue that touches so many of our friends, family members, employees and customers," notes company Vice President Kristen Isaacs. "Through our journey preparing for this walk, we have come together as a team, and as a company, to help find a cure."

SmartPak founder Becky Minard echoes that sentiment. "Giving back to the community is truly rewarding and one of our most important corporate values," she maintains.

Thinking Pink

The pink wave has also spread to equestrian competition, with many horse shows including breast cancer fundraising classes. Among the most notable of these is Wellington, Florida's Challenge of the Americas, now in its seventh year of raising money for the Breast Cancer Research Foundation

(www.bcrfure.org) through a unique, star-studded combination of Grand Prix dressage and Grand Prix show jumping.

For those who have been diagnosed with breast cancer, the road can be tough, and support is vital (see page 23 for stories of equestrian survivors). Fortunately, technology has opened the door to some helpful new resources within the equestrian community. "Riding has become much more of a mainstream sport with a level of communications sophistication unheard of before the Internet, blogs, community sites and e-mail newsletters became commonplace," Duggan says. "Riders now have a place to share their stories, their hopes and concerns with other riders who have breast cancer themselves, or have a friend or family member that has been affected by it."

Make no mistake: This disease affects everyone around it. "Breast cancer robs us of time—barn time is replaced by doctors' visits and hospital time; our job may be in jeopardy, and co-payments chip away at discretionary income," Duggan continues.

So how can we help? Buy pink products and reach out to our friends in need. After all, every three minutes, another woman in the United States is diagnosed with breast cancer.

Editor's note: A portion of the proceeds from sales of the profiled products goes to support breast cancer research, awareness and support initiatives.

smart choice

SmartPak donates 10 percent of its net profit on any SmartPink™ Plaid item to breast cancer research. Choose from a wide range of products in this color and pattern, including the European cut **Kensington SmartPink Plaid Stable Blanket** with 600 denier channel quilting, 70 denier nylon liner, 2" criss-cross belly surcingles, double front buckle closure and 300 grams of hollow fiberfill. Sizes 54"-84", at a suggested retail price of **\$84.95**. Also available: the **SmartPink Stable Sheet** in sizes 51"-84", SRP **\$59.95**; the **SmartPink Turnout** in European sizes 52"-70" (one size larger than U.S. sizes), SRP **\$115.95**, and the **SmartPink Plaid Growing Foal Blanket**, adjustable from sizes 42" to 57", SRP **\$53.95**. (800) 461-8898; www.smartpakequine.com.

