

NEWS RELEASE
For Immediate Release
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**Grants Available to Promote Land Conservation for Horses Through
Equestrian Land Conservation Resource and Breyer®**

LEXINGTON, KY -- Equestrian Land Conservation Resource (ELCR) and Breyer Animal Creations® are offering funding for local conservation groups to protect land for equestrian use. Applications are available on January 1 and must be received by midnight September 1, 2009. Grant applications and application information are available on-line at www.ELCR.org.

Many equestrians face the loss of land available for equestrian use - whether for riding, training, competing, breeding or growing hay and grain. Land use loss is one of the greatest threats to horse owners and our country's equestrian heritage. "The impending loss of open land for horse activities has reached crisis proportions," says Deb Balliet, ELCR CEO. "Since 2000, economic, cultural, demographic and political forces have converted 13 million acres of rural land into subdivisions, malls, offices, roads, parking lots and resorts. In practical terms, what that means is that equestrians are losing 250 acres of open land *per hour*."

That's why Breyer and ELCR partnered to create a special model horse from which a portion of the proceeds will create a fund that will help local conservation groups preserve land for horses and horse related activity. Breyer has pledged a minimum donation of \$10,000 to ELCR.

Applications and information about the grant opportunity are available on-line at www.elcr.org or the application may be obtained by purchasing a Breyer ELCR benefit model that has an application within the custom designed packaging.

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About Equestrian Land Conservation Resource (ELCR):

ELCR, the only national not-for-profit organization assisting in the conservation of land for horses and horse-related activity, serves as a clearinghouse and technical resource for land and horse owners on issues related to good land stewardship, conserving land, and preserving horse access on public and private lands.

About Breyer Animal Creations

Breyer is the world's best selling brand of equine themed toys and collectibles. Breyer designs, manufactures and markets authentic model horses and animals of enduring quality for play and collecting. Each Breyer Model is crafted and hand decorated by Breyer artisans, so that each Breyer model is an original. See the entire collection at www.breyerhorses.com.

(Note: Model images are available. Please contact: dballiet@elcr.org)