

NEWS RELEASE

For Immediate Release

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Equestrian Land Conservation Resource Joins 1% Percent for the Planet

The Equestrian Land Conservation Resource (ELCR) has joined 1% Percent For The Planet in its efforts to raise awareness, provide useful information and attract funding to help conserve land and preserve trail access for horse-related activity. ELCR recognizes that, regardless of breed, or discipline the U.S. land development rate of 250 acres per hour, jeopardizes the future of equestrian recreation, sport and lifestyle. ELCR educates horsemen across the country about this crisis and provides information and access to the tools for land conservation and stewardship.

1% For the Planet brings together corporations and environmental organizations that are committed to make a positive change for the environment. 1% For the Planet is a growing global movement of nearly 800 companies that donate 1% of their sales to a network of more than 1,500 environmental conservation organizations worldwide.

ELCR was encouraged to join 1% Percent for the Planet by Kerri Kent, founder of Kerrits, Inc. and founder/designer of g.r.a.s.s., a new collection of equestrian apparel that is dedicated to making the planet a healthier place. Launched in January 2008, g.r.a.s.s. is committed to designing and producing a line of riding clothing which strikes the perfect balance between performance, style and sustainability. Says Kent, "I am committed to sustainability and conserving land for future generations of horses and riders. The choices we make today have lasting implications for tomorrow. Our thanks to ELCR for raising awareness amongst the equestrians across the country."

If your corporation or organization would like to join our national efforts to save land for horses, visit www.elcr.org, or call 859-455-8383 more information.

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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 educational resource for land and horse owners on issues related to good land stewardship, conserving land, and preserving horse access on public and private lands. For more information, see www.elcr.org

About 1% For The Planet:

One Percent For The Planet is a global network of businesses, small and large, representing a diverse range of industries and personalities, committed to the preservation and restoration of the natural environment. Members contribute 1% of sales to environmental causes, ensuring the sustainability of our planet and their business. One Percent is an active, customized organization that welcomes individuals, entrepreneurs and corporations in their support of nonprofit organizations engaged in efforts to minimize negative environmental impact. To learn more about 1% FTP go to: www.onepercentfortheplanet.org

About g.r.a.s.s.:

Headquartered in Hood River, Oregon, g.r.a.s.s.—green riding apparel for style and sustainability—is dedicated to providing the equestrian community with an environmentally-friendly alternative for riding apparel. Produced by Kerrits, naturally, and made in the USA. For more information, contact g.r.a.s.s. at 800.274-7946, www.gra-ss.com