

Equine Canada launches website

Equine Canada is pleased to announce the launch of its new, fully bilingual website, www.equinecanada.ca.

The website provides users with a web portal to all of Equine Canada's divisions and disciplines, including endurance riding. "From online sport license renewals and free access to the Rules of Equine Canada, to the latest equestrian news, results and officials, the Equine Canada website will be an asset to equestrian enthusiasts from all walks of the industry," said Equine Canada President Al Patterson.

Please visit www.equinecanada.ca, and send any comments to enquiries@equinecanada.ca.

Just Chaps U.S. offers 'just chaps'

Just Chaps offers seasonal chaps in sizes from 18 months to XXXL, designed for comfort from the hottest to the coldest weather.

Dri-Riders are the company's affordable waterproof chap, with a nylon outer shell and a lining of lightweight black bunting, accented with traffic-alerting fluoro white stripe down the legs. They are priced from \$85 to \$95.

The company's unique sizing system gives their chaps a precision fit.

Based in Pittsburgh, Pennsylvania, Just Chaps U.S. offers national sales and distribution. Contact Sylvia Madden or Jamie Murphy at 866-578-2427 or justchaps@aol.com or visit their website at www.justchapsUS.com.

2008 EasyCare \$10,000 Hoof Boot Contest

EasyCare, Inc. will award \$10,000 to the riders who complete the most American Endurance Ride Conference (AERC) or Australian Endurance Rider Association (AERA) miles during the 2008 ride season using two or four EasyCare hoof boots. Throughout the year special promotions and discounts will be made available to those participating in the EasyCare Hoof Boot Contest.

The first place winner will receive \$3000, and placings continue through 10th (\$400). Riders whose horses wear two EasyCare hoof boots will have their mileage count at 50% of those who wear four of the company's hoof boots.

Complete details are available online at www.easycareinc.com or by calling 800-447-8836.

With Horse Quencher™, now you can make your horse drink



Equatic Solutions announces the release of Horse Quencher™. With the stress of trailering and competition, quite often horses won't drink enough, which can lead to colic and tying up, or can simply cause a competitive horse to perform less brilliantly.

Not an electrolyte solution, nor the horsey equivalent of soda pop, Horse Quencher is a new approach using palatable, all-natural ingredients and flavorings. Anne Kusch, one of the founders of Horse Quencher and an avid trail rider, said, "I started out just trying to get my fussy mare Jewel to stay hydrated." Anne began to experiment with various feeds, supplements and treats tossed into water and eventually hit on a horse-appealing combination of ingredients. Together with fellow trail riders and friends, Nancy Isenman and Leslie Reiss, Anne worked with Dr. John W. Filder at Pennfield Equine Feed Technologies to establish a formula and began manufacturing their new product.

Horse Quencher is available in a variety of flavors including apple, peppermint, butterscotch and root beer; a 25-serving container is priced at \$24.99. It's available at select retailers, by calling 888-783-6247, or online at www.horsequencher.com.

American Cancer Society's Equestre™ Ride of Your Life fund-raiser

On Saturday, May 10, 2008, horsepeople all across America will joining together on horseback—whether trail riding, competing or just spending time with their horses—to raise money for the American Cancer Society. This fund-raiser was initiated by Equestre, Inc., a new online site designed to give inspiration, information and insight to women who love horses (www.equestreinc.com). To sign up, or find out more about the event, visit <http://main.aceventsorg/equestre>.

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**Congratulations to Rooster,
the first Morgan stallion accomplishing Tevis,
and Drew Buechley, rider/owner!**



Please, visit runningmanmorgans.com, home of Rooster!

Best wishes for your breeding season.

Coldflex® self-cooling products



Balance Systems Inc. has introduced a line of self-cooling, cold therapy products. Coldflex® products are 96% water-based and cool at room temperature with no need to freeze. Tissue temperatures are reduced as much as 30°F as the product slowly evaporates. The product line is non-toxic and guaranteed not to sting or irritate, even when applied over abrasions.

Coldflex® compression wraps are used to help aid in the treatment of bowed tendons, bucked shins, arthritis, sprains, strains, tendon injuries, stocking up, laminitis and founder. By cooling the blood that runs through the surface vessels in the lower legs, the wraps can also, according to BSI, help to reduce all over body temperature. BSI notes that Coldflex® equine blankets and pads aid in the recovery and reduction of symptoms from sore muscles, arthritis, heat exhaustion and swelling.

Coldflex® is reusable, regenerating for free with cool water, making it ideal anytime cold therapy is necessary. For more information, call 800-295-4495 or visit www.coldflex.com.