



Worlds Finest Model Horses

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EQUESTRIAN LAND CONSERVATION RESOURCE (ELCR) NAMED 2008 BENEFICIARY OF BREYER'S ANNUAL BENEFIT MODEL PROGRAM

Breyer and ELCR Create Fund To Finance Local Land Owners' Efforts to Preserve Land for Equestrian Use

(Pequannock, NJ -- Nov. 8, 2007) -- Where will you ride tomorrow? That's the question that many equestrians face today as land available for equestrian use continues to wane. Whether for growing hay and grain, riding or pasture land, there can be no doubt that land use loss is one of the greatest issues facing horse owners today. That's why Breyer Animal Creations® has partnered with the Equestrian Land Conservation Resource (ELCR) to create a special model horse from which a portion of the proceeds will create a fund that will help local conservation groups preserve open land. Breyer has pledged a minimum donation of \$10,000 to the ELCR.

"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*."

"Loss of land use for equestrian activities is a pressing issue that affects everyone who loves horses," said Stephanie Macejko, Breyer's Vice President of Marketing & Product Development. "That's why we named the Equestrian Land Conservation Resource as the beneficiary of our annual Breyer Benefit Model program. We're proud

to work with ELCR to create funding for local conservation groups to help protect land for equestrian use.”

The Equestrian Land Conservation Resource is the best place for horse people to turn for assistance when open land is in jeopardy. It acts as a clearinghouse of information - for horse people, towns, land trusts, and elected officials nationwide – on such topics as getting organized, securing land trusts, and rights of way. It is a network that puts people in touch with those of similar need or experience, partnering with environmental and other interest groups, and other information to secure land for horse activities. “ELCR is much more than an organization; it is an amalgam of committed people who are making a difference to the entire horse world by working for access and conservation of riding, showing, and horse-keeping land,” adds Georgiana Hubbard McCabe, President of the ELCR.



Breyer has created beautiful palomino and chestnut trail horses in ELCR and Breyer branded custom-designed boxes that also contain an application to apply for funding. The ELCR Benefit models will be available from January-December 2008 at specialty toy stores, tack shops, agricultural retailers nationwide in specially marked displays. Details about applying for funding will also be available online at <http://www.breyerhorses.com> or <http://www.elcr.org>.

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About Breyer® Animal Creations®

Breyer® Animal Creations® 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. From Hollywood heroes like Roy Roger's Trigger to racing legends Seabiscuit and Barbaro, Breyer brings the world of horses to life! Each Breyer model is individually crafted and hand-decorated by Breyer artisans, so that each Breyer model is an original. See the entire collection at www.breyerhorses.com. To obtain digital images of the ELCR model, please contact Kathleen Fallon at KFallon@reevesintl.com

About Equestrian Land Conservation Resource (ELCR)

Equestrian Land Conservation Resource, based at the Kentucky Horse Park in Lexington, Ky. is the only national organization that advances the conservation of land for horse related activities. Equestrian Land Conservation Resource is a resource for horse people, towns, land trusts, and elected officials nationwide – a clearinghouse of information on such topics as getting organized, securing land trusts, and rights of way. It is a network that puts people in touch with those of similar need or experience, partnering with environmental and other interest groups, and other information to secure land for horse activities. In addition, ELCR promotes the vital connection between horse landowners and land conservation in general. For more information, visit <http://www.elcr.org> or call 859-455-8383.