

Two New Breyer Models Released to Launch Canter against Cancer Program

A portion of the proceeds from the Pink Ribbon model horses will be donated to breast cancer research organizations.

Edited Press Release

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Traditional Series Pink Ribbon Horse Breyer Animal Creations®, a division of Reeves International, Inc., has released two Pink Ribbon model horses to launch its 2010 Canter against Cancer program. Breyer has artfully melded the horse, long a symbol of strength, beauty and for many, a life healing force, with the pink ribbon, the symbol of breast cancer awareness, into a decorative model horse to symbolize the fight against this disease. The models are available as a Traditional Series Pink Ribbon Horse in 1/9th scale, as well as Stablemates® version in 1/32nd scale. Breyer will donate a portion of the proceeds from the sale of every model to two outstanding breast cancer research organizations: Susan G. Komen for the Cure® and the Breast Cancer Research Foundation.

Breyer, celebrating its 60th anniversary this year, is one of America's most iconic toys for girls and is the best-selling and most collected brand of model horses in history. Breyer has a long history of philanthropy and has made numerous models to benefit important causes within the horse world. The Barbaro Fund, NARHA, Equine Land Conservation Resource and Old Friends are among the hundreds of organizations that benefited from Breyer programs over the last 60 years.

Pink Ribbon Stablemate "Breyer has always believed in the healing power of the horse and the restorative benefits of horse-related activities – mentally, spiritually and physically," said Stephanie Macejko, Vice President of Marketing and Product Development. "Because there is inherently such a strong bond between women and horses, we chose to create this beautiful decorative model horse to symbolize hope and to raise funds for a cure against a disease that affects women: breast cancer. If horses can help heal the human spirit, then this is a race we can win together."

Every 68 seconds, somewhere in the world, a woman will lose her fight against breast cancer. In the U.S. alone, one in eight women will be diagnosed with breast cancer in their lifetime. These beautiful decorative models are perfect way to show your support of this cause and to join with the thousands of families whose lives have been affected by this disease.