

Get Savvy and Win

HorseChannel.com and Parelli Natural Horsemanship have teamed to present an exciting new contest.

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BowTie, Inc., the world's largest publisher of pet and animal print and online media, announced that HorseChannel.com, a comprehensive website devoted to "everything equine" and developed by the editors of Horse Illustrated magazine, has launched an educational online event featuring Linda and Pat Parelli.

The event, which premieres March 27th on HorseChannel.com, features exclusive weekly Q & A's with Pat and Linda on horse training and care. The information that will be provided to HorseChannel.com members and visitors underscores the Parelli method of natural horse training, which incorporates understanding, communication and psychology, rather than force, fear and mechanics.

During the educational event, HorseChannel.com members and visitors also have the opportunity to win valuable Parelli Natural Horsemanship prizes ranging from Pat's book, "Raise Your Hand If You Love Horses," to the Complete "Safe" kit, which includes the Parelli Level One home-study course, equipment and more. The contest, titled "Get Savvy and Win," runs through April 23rd.

"When I stopped training horses and began teaching people, I vowed to give them everything they needed to be empowered and successful with their horses," said Pat Parelli.

"The Parellis are leaders in natural horsemanship," HorseChannel.com Editor Elizabeth Moyer said. "It is only logical that we team with them for this event. We anticipate an enthusiastic response and look forward to providing horse owners everywhere with valuable information that benefits both horse and human."

Visit www.horsechannel.com/parelli for more information.

About BowTie, Inc.

BowTie, Inc. is the leader in special interest pet magazines, trade magazines, books and websites dedicated to pet-loving consumers, pet-supply retailers, veterinarians, breeders and pet professionals worldwide. Divisions of BowTie, Inc. include BowTie Magazines, BowTie Press, BowTie News, Thoroughbred Times Company, Global Distribution Services and www.animalnetwork.com.

About Parelli Natural Horsemanship

In 2007, Parelli Natural Horsemanship celebrates twenty-five years of excellence with the Number One Horsemanship program in the world. Parelli has offices in three countries (USA, UK, AUS) and attracts students from all disciplines, ages and experience levels – English, Western, amateur, professional. For more information, please visit www.parelli.com.