

## Smartpak Offers Aid To Wildfire Victims

### Company Donates \$5,000 to USEF Disaster Fund as part of SmartBlue Program

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SmartPak is coming to the aid of horses affected by the Southern California wildfires, with a \$5,000 donation to the USEF disaster fund, which assists equines of any breed that find themselves victims of disasters. Our customers and their horses have been affected by the wildfires," said Becky Minard, founder of SmartPak. SmartPak is committed to supporting the equine communities we serve and we are proud to be able to assist in the wildfire relief efforts.

In addition to the \$5,000 donation, SmartPak will also be setting up a collection site at the SmartPak store in Natick, Mass., where customers can conveniently make cash donations to help support ongoing relief efforts.

"The USEF is grateful for the generous support of SmartPak and their customers, providing help and hope to horse owners in California affected by these devastating wild fires," said CEO John Long. It further demonstrates SmartPak's commitment to the welfare of the entire horse industry. We are so thankful to the SmartPak customers who have purchased SmartBlue Blankets and Accessories who helped make this donation possible," said Paal Gisholt, SmartPak CEO. "We hope that our donations will help provide much needed assistance to the horses who've become victims of these devastating wildfires."

SmartPak adds Wild Fire Relief to its list of charitable donations, which includes Hurricane Katrina Relief, Tsunami Relief, Breast Cancer Research and Animal Rescue and Rehabilitation. Thanks in part to those customers who purchase SmartBlue products, SmartPak has been able to donate over \$15,000 to Equine Aid charities. The company has also raised over \$40,000 for breast cancer research through sales of its sister product line; the SmartPink line of products and other efforts.

SmartPak's exclusive line of SmartBlue products includes a full line of all-weather horse clothing, halters, saddle pads, equipment bags and more.

To learn more about SmartPak, visit their Web site at [www.SmartPak.com](http://www.SmartPak.com) or call toll free 1-800-461-8898.