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## MY RACING HEART TO EXHIBIT AT WOMEN'S HORSE INDUSTRY CONFERENCE

The Women's Horse Industry is pleased to announce that My Racing Heart will participate at the Women's Horse Industry Conference November 3-4 in Louisville, Kentucky.

My Racing Heart, Inc, a Kentucky 501c3 funding non-profit grew out of love for horses-- pure and simple. With the heroic struggle of Barbaro, the tragedies of Exceller and Ferdinand added to the drama of Eight Belles and Cloud's Herd, the time was ripe for another kind of funding assistance- this one targeted towards women helping Kentucky's horses.

Since its founding in 2008, My Racing heart has donated over \$4000 worth of grant funds to the following deserving equine charities; The Luci Center for Therapeutic Riding (Shelbyville), The Backside Center for Learning "Groom Elite" program at The Kentucky Derby Museum (Churchill Downs), Speak Up for Horses equine abuse seminars for municipal and state officials (Frankfurt) Our Mims Broodmare Retirement Haven (Paris), The Exceller Fund adoption and re-training program (Lexington), Old Friends (Georgetown) and Mountain View Rescue for their brood mare yearling herd. Kate Richards Wilt, the Founder is a life-long race fan and a two bit handicapper who runs the organization without taking a salary. Semi-retired, Ms. Wilt is a graduate of Stephens College and was formerly affiliated with the US Olympic Committee and the Miller Brewing Company. She is also a Kentucky Colonel but never seems to get anyone to address her as such. Prior to the Conference will be a garage sale of the remaining bottles of MRH perfume at \$25 a bottle as well as the introduction /debut of a test market for the newest fundraising product. All proceeds from the perfume sales at the conference will be targeted towards a February grant offering.

"We are always pleased to showcase equine rescue companies and My Racing Heart is working hard to save horses. Kate is one of the most dedicated women I have met in this industry and we will do all that we can to help promote her charity and cause," states Catherine Masters, Executive Director of the WHIA.

The theme of the Women's Horse Industry Conference is "Marketing and Managing Your Horse Industry Business". Women from around the country and Canada are signed up to attend. "This is a chance for women working in the horse industry to come together to gather information, share ideas and make contacts. There will be a lot of great panel discussions and lots of networking throughout the two day event. If you're serious about taking your horse business to the next level, this conference is something you should attend," Masters adds

Exhibit space has been sold out but the association is considering adding additional space to accommodate others who may wish to exhibit their products and services.

The event will be held at the Crown Plaza Hotel on Phillips Lane in Louisville, Kentucky. For a complete list of speakers and other hotels, please visit: [www.womenshorseindustry.com](http://www.womenshorseindustry.com) and click on 2009 Conference. For additional information or to sign up to attend, please call (615) 730-7833. The event is open to members and non-members.

The Women's Horse Industry has over 500 members in all areas of the horse industry. "If you can't find what you need from our members, it probably doesn't exist," states VP Debby Lening.

For more information on My Racing Heart, please visit [www.myracingheart.org](http://www.myracingheart.org). For more information on the Women's Horse Industry and the upcoming conference, please visit [www.womenshorseindustry.com](http://www.womenshorseindustry.com) or call (615) 730-7833.