



Animal Health

News

Bilingual Booklet to Showcase Career Opportunities in the Equine Industry
FOR IMMEDIATE RELEASE

Contact: Equine Resources
International
Lua Oas Southard 610-444-7554

Exton, PA (August 26, 2001)—From top jockeys to polo professionals, the equine industry is constantly influenced by the history and horsemanship of Central and South America. In an effort to continue to involve the growing U.S. Hispanic population in the various facets of equine commerce, the Hampton Classic Horse Show and Horse Shows in the Sun (HITS) have co-produced a bilingual career guide for the equine industry entitled “Careers in the Horse Industry/Las Carreras en la Industria de Caballo”; Pfizer Animal Health sponsored the booklet.

Pfizer Animal Health, a worldwide producer of animal health products, hopes that the booklet will help to promote positive leadership within the equine industry, according to Dan Kramer, equine product manager at Pfizer Animal Health.

“This publication illustrates the opportunities that exist in the horse industry and suggests ways individuals can achieve their own goals and aspirations,” said Kramer.

The career booklet was created to encourage people, especially adolescents, to consider a profession in the horse industry and to make them aware of the industry’s many prospects, said Tony Hitchcock, Executive Director of the Hampton Classic Horse Show.

“We want to open people’s eyes to the opportunities that exist around them,” he said. “The experience that they gain from entry level positions can be enhanced and can develop into different career opportunities.”

Pfizer's support of the booklet will be recognized at a ceremony during Fiesta Day on Friday, August 31. This daylong festivity is a salute to the Latino horseman and the growing Hispanic population on Long Island. Fiesta Day is a new addition to this year's Hampton Classic Horse Show week.

Pfizer Animal Health has been a supporter of the Hampton Classic Horse Show since 1997. In addition to their sponsorship of the career booklet, the company will provide hospitality and product information to the equestrian competitors at the show, as sponsors of the Pfizer Rider's Lounge at this year's event. "The strong partnership that has evolved between the two entities has been an instrumental part of making the career booklet a reality," said Kramer.

The 2001 Hampton Classic Horse Show will be held August 26 through September 2 in Bridgehampton, New York. The event has grown to include over 1,300 exhibiting horses and 40,000 spectators, making it one of the premier hunter/jumper horse shows in the nation. The revenue generated from each year's show is donated to the Southampton Hospital, the Juvenile Diabetes Foundation, and the United States Equestrian Team.

Pfizer Inc discovers, develops, manufactures and markets leading prescription medicines, for humans and animals, and many of the world's best known consumer products.