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Purina Presents the 2010 NARHA National Conference in Denver

Denver, Colorado—NARHA, formerly the North American Riding for the Handicapped Association, announced today that Purina has been named the official title sponsor of NARHA's 2010 National Conference in Denver November 3-6. <http://www.narha.org/narha-conferences/national>

Purina has been a good friend and sponsor of NARHA for many years. This marks the first time Purina has honored NARHA by becoming the title sponsor of NARHA's national conference, the leading event targeted at the growing field of equine-assisted activities and therapies (EAAT). In addition to providing financial support to NARHA and funding scholarships to help people attend the conference, Purina has given NARHA extensive Internet visibility this year by means of the Live from Lexington promotion <http://www.livefromlexington.com/> and many other creative programs in years past.

Based in Denver, NARHA was formed in 1969 to promote equine-assisted activities and therapies for individuals with special needs. The needs of those served include but are not limited to developmental delay, muscular dystrophy, hearing, visual and speech impairments, spina-bifida, cerebral palsy, autism, Down syndrome, and emotional, behavioral and learning challenges. Many NARHA centers offer special programs for at-risk youth as well as wounded service personnel and veterans. At more than 800 member centers, men, women and children find a sense of independence through involvement with horses in activities such as therapeutic riding, hippotherapy, equine-assisted psychotherapy, driving, interactive vaulting and competition. Of the 43,000 participants helped by NARHA, nearly 80 percent are under the age of 18. Today, NARHA has more than 35,000



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volunteers, 3,200 instructors, 5,900 therapy horses and thousands of contributors from all over the world.

Information about NARHA is available on its website at www.narha.org.

The team at Purina is proud to support NARHA and the fantastic work done by the organization, its member centers and numerous volunteers every day. Purina and NARHA share a strong sense of responsibility to the animals and people in NARHA programs. That sense of responsibility is reflected in the uncommon quality and performance of Purina's feeds, which are backed by years of extensive research.

According to Kaye Marks, Marketing Director of NARHA, the national conference improves the EAAT field each year by bringing together the top certified instructors and accredited center leadership as well as therapists and other professionals for the kind of communication and continuing education that is absolutely necessary for the health of the field. This year, Purina presents the 2010 NARHA National Conference, which will showcase preeminent development in research and education and celebrate the very best people and equines in EAAT today.

"NARHA is thrilled and very grateful for Purina's title role in the conference, in the presentation of the Instructor of the Year Award and in the ongoing activities that support excellence in services to people with challenges throughout the year," said Marks. "The financial support and increased awareness Purina brings to NARHA is invaluable.

About Land O'Lakes Purina Feed LLC

Land O'Lakes Purina Feed LLC (www.landolakesinc.com) is a national organization serving producers and their families through 4,700 local cooperatives and independent dealerships throughout the United States. The company, in combination with its wholly owned subsidiary Purina Mills, LLC, is North America's leading feed company, providing producers, cooperatives and dealers with an extensive line of animal feed, ingredients and services designed to help agricultural producers, dealers and cooperatives compete in the global marketplace.

Information is also available on Purina's web site at <http://horse.purinamills.com/>