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## **HorseCity.com Adds Some Color to Free Horse Contest**

(Augusta, Ga.) HorseCity.com has joined forces with some heavy hitters for the 2005 Free Horse Contest. The American Paint Horse Association and Chris Cox Horsemanship are the title sponsors of the highly successful free horse contest which HorseCity.com launched in 2000. Responding to the users' ultimate desire to own a horse, Ryan Dohrn, general manager and founder of HorseCity.com, developed the marketing campaign to fulfill those wishes.

In 2005, HorseCity.com will award one grand prize winner, a black and white, tobiano, APHA-registered Paint horse. Gina Phipps, director of marketing and promotions for the APHA, stated, "The popularity of a black and white Paint horse should attract plenty of attention from horse enthusiasts. HorseCity.com's Free Horse Contest is a great way for us to promote ownership of a Paint horse. We are thrilled to be a part of this contest."

The relationship between HorseCity.com and the APHA extends beyond the Free Horse Contest. HorseCity.com is pleased to be recognized as a corporate sponsor with the APHA.

In order to ensure the delivery of a nicely started horse, the contest horse will spend the year in training with one of this country's leading horsemen and clinicians, Chris Cox. The principles and common-sense approach to horsemanship used by Chris made it easy for HorseCity.com to select Chris as the trainer of this special horse. Chris stated "This is a great-minded Paint gelding. I am excited to be a part of this contest and being able to use my efforts and talents to make this horse the best he can be."

The grand prize winner will also be awarded a one-week Horsemanship I training session with Chris at his Outback Ranch in Mineral Wells, TX. The training program will fortify the relationship between the contest horse and the grand prize winner.

This year's contest also boasts of previous sponsors such as Lyons Press, Dover and Smith Brothers. Additionally, Cavalia: A magical encounter between Man and Horse, the tremendously popular equestrian spectacle created by Normand Latourelle, one of the founders of Cirque du Soleil, is a surprise addition to this year's sponsors list.

Monthly winners will be drawn on the first working day of each month and the Grand Prize winner will be notified at the end of the year. There is no limit on the number of times that you can enter the contest. "This contest generates 500,000 to 700,000 entries each month, with yearly totals falling between 6 to 8.5 million," Dohrn said. "It is phenomenal. The first of the month in our office means that we are going to make someone's day really special. It is also a great way to start our day."

For more information on the Free Horse Contest, log onto <http://horsecity.com/club/index.shtml>

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HorseCity.com, based in Augusta, Ga., is an award-winning equine portal Web site serving the horse owner, the horse enthusiast and the equine industry. The site operates under the auspices of Morris Digital Works, the online services division of Morris Communications Co., LLC. For more information, visit [www.horsecity.com](http://www.horsecity.com)

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