

# Hurricane Relief Efforts Underway

Hurricane Katrina and her Category 5 winds blew ashore in the Gulf of Mexico on Aug. 29, obliterating New Orleans and laying waste to large portions of Mississippi and Louisiana.

Almost as quickly as the winds departed, entities in the equine industry

were preparing to help stranded horses and horse owners.

About 20 retailers who receive *Tack 'n Togs* were in the impacted area, along with a handful of reps and manufacturers. Their status is unknown as this edition goes to press.

English Riding Supply in Scranton, Pa., donated more than \$10,000 in equine and dog products to those affected by the devastation. More than \$5,000 in halters, lead lines and brushes, along with 50 pairs of riding boots, were donated to Hopeful Haven Equine Rescue in Shreveport, La.

Pfizer announced donation of \$1 million to relief organizations and another \$1 million to rebuild hospitals and healthcare centers. Medicines and animal health products were also part of its contribution, along with the helping hands of Pfizer employee volunteers.

SmartPak Equine announced that it would offer free replacement of SmartPaks lost in the storm, along with a 20-percent discount on all products for victims of the hurricane and their animals. Equilite Inc., maker of Sore-No-More, also announced a similar plan.

The United States Equestrian Federation (USEF) took the lead in linking survivors to individuals in surrounding states who could offer help of various kinds. The organization also set up an emergency hotline for calls regarding needs for horses only.

More than 5,000 people nationwide contacted USEF to offer help, including a \$10,000 pledge from the Kentucky Equine Education Project. The American Quarter Horse Association also lent its help in cooperation with USEF.

The American Association of Equine Practitioners also sprang into action, listing equine evacuation recommendations and a list of state and federal agencies on its Web site. The American Farrier's Association in Lexington, Ky., created a Farrier Relief Fund to help fellow farriers with recovery and rebuilding efforts.

Stolen Horses International used its Web site to reunite horses with their owners.

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