

# Kalley Krickeberg Works To Raise Money for Rein In Cancer

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October is Breast Cancer Awareness Month, and to honor those who have been affected by this disease, horse developer and presenter Kalley Krickeberg is collaborating with Rein in Cancer to promote awareness and financial relief for cancer victims and their families within the horse industry through her Kalley Girl Apparel line.

As part of this collaboration, Kalley is introducing two new t-shirts to her Kalley Girl Apparel line. One features an outline of Krickeberg doing a sliding stop with the tagline “Bury Your Butt in the Dirt”. Another features a pink and black design with the Kalley Girl line’s iconic hat logo and tagline “Put Principles Into Action”. These tees – available online at [www.parellinaturalhorsetraining.com/kallegirl](http://www.parellinaturalhorsetraining.com/kallegirl) – were created specifically for this collaboration, and 15% of proceeds from these items will go directly to Rein in Cancer. They feature both the Rein in Cancer logo and the Kalley Girl Apparel line logos on the sleeves.

“I am very proud to be collaborating with Rein in Cancer. My grandmother passed away from lung cancer, so if there is an opportunity to increase the knowledge, understanding and awareness that should be placed on this important topic, I’m in,” says Kalley.

“I hope this can be a great reminder to folks that we can all work together to provide relief for those who need it. Whether that need is financial or simply the knowledge that someone else cares, it can make all the difference in the world. That is what this collaboration means to me; it is a way I can personally ‘Put Principles Into Action.’”

Krickeberg, a lifelong horsewoman with a wide variety of life experiences from being volunteer fire fighter to playing polo to giving breathtaking inspirational demos to producing educational products has recently entered the world of reining as a Rookie Professional and will compete at her first NRHA Futurity this November with her mare She Bea Goldigger (Wimpy’s Little Step x Bea Maria Jac).

She competed in her first reining in August and has had the opportunity to ride with NRHA Professionals Josh Visser and Shawn Florida is already a die-hard fan of the sport of reining.

“The best part of this entire experience has been the people I’ve met,” she says. “It has been such a welcoming experience. The really cool thing about reining is that everyone involved, from the office staff to the competitors, is so welcoming and encouraging.”

“Reining is really fun and fascinating,” Kalley says. “If you put your mind to it and take it to the highest level, you’ll have some serious fun. It’s a great feeling knowing I’m training both my horse and myself, mentally, emotionally and physically. In the arena, your horse needs to be patient, and you need to be a steady, consistent leader.”

“Plus, you get to run fast, stop hard, have good old fashioned fun! It’s the best of all worlds.”

To learn more about the Kalley Girl Apparel/Rein In Cancer fundraising collaboration, Kalley’s Facebook fan page at [www.facebook.com/KalleyKrickeberg](http://www.facebook.com/KalleyKrickeberg) . To learn more about Rein In Cancer and its efforts within the horse industry visit [www.reinincancer.com](http://www.reinincancer.com) .