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For Immediate Release:

Rein in Cancer Partners with Pinto Horse Association

Officials of the Pinto Horse Association of America announced a new partnership with Rein in Cancer in mid-October.

The partnership will feature Rein in Cancer promotions at both the Pinto Horse World Championship Show and the Color Breed Congress. Association members who are cancer patients will be eligible for cash payments while undergoing treatment.

“We are thrilled to partner with the Pinto Horse Association,” said Rein In Cancer President, Cheryl Magoteaux Cody. “This association has always represented an innovative and diverse mindset and we are looking forward to the opportunity for growing with them!”

“The dedication Rein In Cancer shows is unbelievable,” said Darrell Bilke, COO and VP of Pinto Horse of Association of America. “The Pinto Horse Association of America is excited to partner with Rein in Cancer to help spread awareness.”

Rein in Cancer is a 501(C)3 Corporation that was begun in 2008. Four years later, after raising funding to create the Shirley Bowman Nutrition Center at the Charles and Peggy Stephenson Cancer Center in Oklahoma City, it began providing direct financial assistance to cancer patients who are part of the horse community.

The response and the need were overwhelming. In just the first year, Rein In Cancer made payments to patients in 32 states and Canada. All recipients were members of the American Quarter Horse Association, the National Reining Horse Association, the National Reined Cow Horse Association or the National Cutting Horse Association. Now members of the Pinto Horse Association of America will also be eligible for assistance.

Funds have been raised 100% through activities supported or hosted by equine industry events. Included in the long list of horse-related activities hosting Rein In Cancer fund-raising activities are Remington Park, the National Reining Horse Association Futurity, All American Quarter Horse Congress, the National Reining Breeders Classic, the March to the Arch, Arizona Sun Circuit and the American Quarter Horse Association World Championship Show.

Added to that list are countless cuttings, ropings, barrel races, and other horse shows from a variety of disciplines. Cody noted, "Rein In Cancer continues to raise funds for patient assistance. The need is real – especially for people going through treatment who still have to buy horse feed!"

Incorporated in 1956, the Pinto Horse Association of America was formed to encourage the promotion of quality horses, ponies and miniatures with color and to establish a registry for maintaining their show records and pedigrees. Currently, the association serves approximately 12,000 members and boasts more than 147,000 registered Pintos. To learn more about the Association visit www.pinto.org or call the PtHA headquarters (405) 491-0111.

With over \$1 million raised, Rein in Cancer founders Shorty Koger, Cheryl Magoteaux Cody, and Tracie Anderson credit the generosity of the horse world, through bequests, memorials, promotions and gifts. For information or to apply for funding visit the web site at www.reinincancer.com.