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press release – **Muirfield Riding Therapy 2012 Calendar** - press release



Take some wonderful equine subjects. Add stunning East Lothian scenery. Plus the wizardry of a talented professional photographer. And what do you get? The must have calendar for 2012, that of Muirfield Riding Therapy.

Available from 14<sup>th</sup> October at outlets across East Lothian and beyond, this glossy publication is being sold for £5 per copy to fund the ongoing work of East Lothian's only Riding for the Disabled Association member group. Since 1990, the charity has been offering people of all ages with physical, learning and behavioural difficulties the opportunity to ride horses in a safe and stimulating environment. Moreover, it has been doing so free of charge - not wishing to add to the financial burden that disability can create.

Needless to say, such operations do not come cheap. Whilst some funds are secured from grants, a considerable proportion comes from volunteers' fund raising initiatives. It was over coffee to discuss the ongoing need for these that the calendar was born. "Why don't we do something really big this year, something that gets us noticed nationwide and raises loads of money in the process?!" Back then, the "calendar girls" could not have dreamed of the amazing product they'd be able to launch six months down the line.

Much thanks must be given to John Archibald, hitherto a professional wedding and portrait photographer but now an expert in the vagaries of equine behaviour! And also to a number of established East Lothian companies, who have collectively underwritten print and design costs. Together with Muirfield Riding Therapy's volunteers, they have conspired to produce something that is as much a piece of equine art. And one where all the proceeds of sale will be reinvested back into this tremendous cause. "It has been hard work, but we are proud of our product. Now it's time to get selling and raise much needed funds."

For more information about Muirfield Riding Therapy, and its 2012 calendar, please contact Jill Towers or Katy Mowat. Their details are below.

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Registered Charity Number SC 039473  
Member of Riding for the Disabled Association