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## PRESS RELEASE

FOR IMMEDIATE RELEASE

### You 'Made' a Difference for Horses in Need!

*Standlee® Identifies 2 Rescues for Product Donations*

Standlee Premium Western Forage® has selected two excellent horse rescues to receive a total of 15,000 lbs. of Standlee forage products. Congratulations to the Field of Dreams Horse Rescue and Adoption ([www.fodonline.org](http://www.fodonline.org)) in Northern Illinois and the Kentucky Equine Humane Center ([www.kyehc.org](http://www.kyehc.org)) in Lexington, Kentucky. Standlee partnered with the [ASPCA Equine Fund](#) to facilitate these product donations.



Standlee's charitable donation resulted from a recent social/electronic media campaign called the 'You Can Be the Difference' Forage Drive. This charitable campaign asked participants to share the Forage Drive campaign information within their communities and/or sign-up for Standlee's 1<sup>st</sup> Cut e-newsletter. For each share and/or e-mail acquired, Standlee Premium Western Forage® donated 3 lbs. of forage products to this important cause.

"We are so grateful to Standlee for recognizing the critical role that the horse rescue community plays in providing care to needy equines," said Stacy Segal, director of equine initiatives for the ASPCA. "We're thrilled that Field of Dreams Horse Rescue and Adoption and Kentucky Equine Humane Center will benefit from this program and will be able to provide high-quality Standlee forage to their horses."

"The Forage Drive campaign was very well received by the horse community," said Jay Shansby, General Manager of Marketing at Standlee. "The positive response was not a surprise given the iconic relationship we have with horses in the United States, but the magnitude of support was unexpected. The web landing page for the 'You Can Be the Difference' Forage Drive alone received over 30,000 views and interactions. As a result, we are pleased to donate the full 15,000 lbs. of Standlee Premium Western Forage® to the Field of Dreams Horse Rescue and Kentucky Equine Humane Center."

"We at Standlee are very happy to help horses in need and the organizations that shoulder this important and gallant effort," said Mike Standlee, CEO and Founder of Standlee Hay Company. "Standlee Premium Western Forage® extends our sincere gratitude to everyone who participated in the 'You Can Be the Difference' Forage Drive."

Standlee and the ASPCA Equine Fund are in the process of distributing products to the rescues.

#### **About Standlee Hay Company**

*Standlee Hay Company is a family-owned forage company located in Southern Idaho. Founded in 1981, Standlee Hay grows and manufactures a wide variety of high quality forage-based products including bales, chopped forage, cubes & pellets under the Standlee Premium Western Forage® brand. Standlee Hay also manufactures jojo's BEST™, a premium line of feed and bedding products for rabbits, guinea pigs and other small companion animals. Standlee Premium Western Forage® and jojo's BEST™ products are sold throughout the United States and the World.*