



**HORSESHOE**  
GIFT PACKAGING™

## FOR IMMEDIATE RELEASE

Contact: Nancy Yonko  
Phone: (615) 849-7852  
Cell Phone: (615) 804-7089  
Website: <http://www.horseshoepkg.com>

### **Horseshoe Gift Packaging® Product Helps Brighten the Life of Cancer Patient**

**“Horse Kids with Hearts” Initiative Uses Lucky You! Ribbon to  
Raise Awareness and Funds for American Cancer Association  
and Many Other Good Causes**

*Murfreesboro, TN – November 14, 2008*

Horseshoe Gift Packaging, LLC (<http://www.horseshoepkg.com>) is pleased to announce that its' **Lucky You! Ribbon** (a part of the Blue Ribbon Blue® Collection) has been selected by the Mighty Mallard Mustangs Youth Club, an American Saddlebred Riding Club located in Georgetown, Kentucky, to help raise funds for several national charities, including the American Cancer Society.

The idea to use the Lucky You! Ribbon (a bright green taffeta ribbon with printed blue horseshoes) for fund raising was conceived by Ms. Lynn Morris, the Club's Advisor and Gift Shop Manager at the American Saddlebred Museum at the **Kentucky Horse Park** in Lexington, KY. Ms. Morris was aware of a young American Saddlebred rider named Francis Neunuenbel of Leewood, Kansas, who is undergoing treatment for a brain tumor. Francis had discovered that the official color of Brain Cancer Awareness is gray, but stated on her website that she “wished it were something a little less depressing, like lime green.”

The **American Saddlebred Museum Gift Shop** is a retailer for many **Horseshoe Gift Packaging** products. Ms. Morris showed “her kids” (the Club members) a sample of the Lucky You! Ribbon and they felt it was perfect to help cheer up Frances. They made a dozen “support” ribbons and sent them to Francis and her family and friends to wear. According to Ms. Morris, “These horse kids with hearts decided to take the idea a step further.” They were inspired to sell the awareness support ribbons for charitable causes “because nearly everyone in the Club knows someone who has been affected by cancer, diabetes, or heart disease.”

(more)



## HORSESHOE GIFT PACKAGING™

In exchange for a support ribbon, the Youth Club asks for a donation to any one of the following organizations: The American Cancer Society, The American Diabetes Association, The American Heart Association, St. Jude Children's Research Hospital, The Susan G. Komen Breast Cancer Foundation, The Horsemen's Benevolent Fund, or to a charity of their choice. The Mighty Mallard Mustangs take their stewardship very seriously, and the donations to the appropriate charities are distributed by Club members on a regular basis.

As an example of their dedication, these young Club members recently raised over \$300 for various causes, at a regional weekend horse show. The Club's ultimate goal with this initiative is to distribute 10,000 support ribbons.

In addition to their ribbon project, the Mighty Mallard Mustangs sell **Saddlebred Salsa**, a custom labeled product that has been produced in Kentucky since 2006. To date, the club has raised over \$4500.00 through salsa sales, and has donated all profits to support equine related charities, non-profit, and youth scholarship programs.

To learn more about the "Horse Kids with Hearts" initiative and how you or your organization can help, please contact Ms. Lynn Morris at 859.533.5454 (email: [lynn@ASBMUSEUM.org](mailto:lynn@ASBMUSEUM.org)).

For further information or to review the Horseshoe Gift Packaging Design Collections, please visit <http://www.horseshoepkg.com> or telephone 1.877.849.9727.

Horseshoe Gift Packaging, LLC is headquartered in Murfreesboro, Tennessee, a suburb of Nashville, Tennessee. If you would like a copy of the Company's e-catalog please contact them at [info@horseshoepkg.com](mailto:info@horseshoepkg.com). The Company is a proud supporter of the Veterinary Hyperbaric Medicine Society located at the University of Tennessee College of Veterinary Medicine in Knoxville, TN.

###