



12 People 12 Horses 12

Stories: An Arabian Horse Promotion

Dear Arabian Horse Enthusiast,

I am writing to ask for your involvement in a project I am currently producing with a goal of putting the Arabian horse in front of a broader market.

As I expressed in my keynote speech during the 2014 Arabian Horse Convention, I am concerned about the status of the Arabian breed and the long term potential for its growth. While all breed associations are experiencing dwindling numbers in current registrations, the Arabian horse registration number is acutely low.

There are a variety of reasons, but one in particular is the long standing misconception by the general public that you can't do anything with Arabians except show them because they are too high strung for anything else. Those of us involved with this great breed know this simply is not true. The Arabian horse is not only used as a show horse, but are involved in a variety of other venues, and is arguably the most versatile horse of any breed.

I believe we need something that tells a different sort of story about the Arabian horse. Toward that end, I plan to draw on four decades of professional experience in photography and film/video production within the Arabian horse industry to produce a new video series about the Arabian breed. This series will also dispel some of the myths about Arabians. I think it is important to point out the fact that the Arabian horse connects people on a different level than most other breeds and that message will be carried through each story.

To accomplish this goal, I am producing a series of of short story videos with the support of The Arabian Horseman's Distress Fund. The series is titled 12 People - 12 Horses - 12 Stories.

The first story was done in the spring of 2016 featuring Alexa Nichols and her inspiring story about how to deal with adversity in life. The production was entitled "Just Go Out And Live". It was well received and as of the writing of this letter is a semifinalist in the annual Equus Film Festival held in NYC. You may view Alexa Nichols – Just Go Out & Live at: http://www.treesmedia.com/121212-project

For my next video I am going to feature a program that uses Arabians entitled, *Taking the Reins*. This facility, created and directed by Jane Haven, uses Arabian horses in their program for working with at risk female teens and has been extremely successful. I will be following one of her students that rides a bus 2 hours one way to participate in this program and show how her association with the Arabian horse is changing her life and giving options she never thought she would have.

In order to do this project, I need funding and I am asking for your help with a tax deductible donation. In keeping with their corporate charter, AHDF is going to co-produce this project. Any donations made to help with this project will be fully tax deductible.

There is an FAQ sheet attached to this letter that will better define the overall scope of the 12 People - 12 Horses - 12 Stories project.

If you like the concept, please do two things: 1) make a donation, and 2) help spread the word by telling your friends about it! I sincerely hope you will be a part of this promotional effort that will bring the Arabian horse to the screen and show the world why we love this great breed.

Thank you.

Sincerely,

Scott K. Trees

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