



May 19, 2005

MEDIA ADVISORY

Contact: Teresa Hendrix

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Photo/Feature Opportunity:

11th Annual Cal Poly Ranch Horse Sale is Saturday



TO: Photo editors, weekend editors and reporters, agriculture reporters

WHO: Cal Poly Ranch Horse Enterprise Project students and faculty

WHAT: 11th Annual Cal Poly Ranch Horse Sale

WHERE: Cal Poly Horse Unit, Via Carta

(Take Highland Drive to Via Carta; turn left at the stop sign at Highland and Via Carta. Horse Unit is at the west end of Via Carta.)

WHEN: Saturday, May 21. Preview of horses begins at 3 p.m.; barbecue for buyers and participants begins at 4:30 p.m.; horse sale starts at 5:30 p.m.

Each year a new team of Cal Poly students train Cal Poly-bred-and-raised ranch horses as an enterprise project. Students supply the labor and training, and the Cal Poly Foundation supplies the 'seed money' for food and supplies for the young horses.

During their time on the project, students ride and train two-year-old Cal Poly bred, born and raised Quarter Horses as well as other horses of varying ages, breeds, and riding styles donated to the project by supporters of Cal Poly's Equine Program.

At the end of the project, students market and sell the horses. Once the seed money is repaid, the students are 'paid' a portion of profits they earn from the sale. The annual Cal Poly Ranch Horse Sale is the culmination of the students' project.

In previous years, the horses have been sold to cattle ranchers, families, and professional performance horse trainers.

The students would be happy to talk to reporters, if you are looking for a weekend story or photo opportunity. Faculty advisor is Professor Emeritus Mike Lund, (805)756-2558.

For details on the Ranch Horse Sale, including project history, descriptions of individual horses, and plenty of photos, visit the Ranch Horse Project Web site at: <http://ranchhorse.lib.calpoly.edu/>.

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