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Applied Animal
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Press Release

Applied Animal Enrichments, LLC, Makers of Genuine HORSEBALLS® Products, Introduces:
The Adult Sized Hopalong Harrison

Applied Animal Enrichments, LLC is not only the industry leader in enrichment and “the leader in therapeutic recreation and for horses™,” but the maker of a very popular children’s toy, the Hopalong Harrison. The Hopalong Harrison is now made in a fun adult size.

Kensington, MD, March 24, 2004: By popular demand, the popular hop toy is now made for adults. Hopalong Harrison has been designed to develop in children, coordination and the necessary muscles used in riding horses. These benefits are now available to adults, along with the challenge involved with play. Applied Animal Enrichments has had numerous requests for the Hopalong Harrison in a larger size for adult parties, get-togethers and horse show entertainment.

The adult size Hopalong Harrison will be promoted for use at horse shows and polo matches – during intermissions, between classes, and between matches – for charity races. Applied Animal Enrichments, LLC will be developing charity programs utilizing the adult size Hopalong Harrison for races with the proceeds going towards horse rescue sanctuaries and therapeutic riding programs for handicapped children. Proceeds can also be directed to any charity that the horse show or polo association is sponsoring.

Hopalong Harrison Race participants will purchase the Hopalong Harrison for a premium price in order to be registered for the race. Trophies and/or other recognition will be given to the winner (or winners of each heat, if necessary). The charity sponsored will be publicized at the given horse show or polo match. If available, a representative of the sponsored charity will present the trophy to the winner and say a few words about the charity and the work they do in rescuing horses and/or helping handicapped children.

Applied Animal Enrichments, LLC believes very strongly in giving back to the community. Horses were the main focus when Applied Animal Enrichments, LLC was HORSEBALLS, Ltd. so they sponsor horse rescue programs. Since the scope of the business has grown, so too has Applied Animal Enrichments’ charitable donations. They sponsor wildlife sanctuaries and non-profit animal enrichment programs. With the Hopalong Harrison being a toy predominantly for children, the charitable proceeds from them, both child and adult size, will go towards therapeutic riding programs for handicapped children. The Hopalong Harrison is proudly made in America