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RBST Riding High with Horse and Pony Magazine

We are delighted to announce that Horse and Pony Magazine has chosen to support the Rare Breeds Survival Trust (RBST) for its annual summer campaign.

From July this year readers of Horse and Pony Magazine will be able to send to their friends 'Breed Buddies' e-cards. The campaign will run simultaneously with a focus on the breeds that appear on the RBST annual Watchlist, and will run until Horse and Pony magazine's February 2007 issue.

Sarah Whittington, Horse + Pony magazine's editor said: "Horse + Pony is delighted to support the Rare Breeds Survival Trust this year. We at the magazine are confident our readers will embrace the campaign and help educate others on the importance of many of Britain's most treasured equine breeds."

Paula Mayfield, RBST Fundraising and Publicity Officer, says "We are thrilled that Horse and Pony Magazine has invited us to be their chosen charity for their annual summer campaign. With a readership of 20,000 this will bring forward the issue of rare breeds, and our work, to many children and families who are unaware of the numbers we are dealing with." She continues, "We have four native breeds in Category 1, Critical. These breeds have less than 300 registered adult breeding females. The Eriskay is most in danger with the population standing as low as 76. More work needs to be done to protect this breed and others"

The RBST is currently working with the Suffolk Horse Society to carry out a breed analysis which will assist the breed society to carry out a selective breeding programme, and to ensure that semen is collected from stallions of rare bloodlines within the breed.

Ends

Notes for editor

The Rare Breeds Survival Trust is a charity established in 1973. It works to conserve more than 70 breeds of native farm livestock. The charity is funded entirely by membership subscriptions, donations and legacies.

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