

## **FOR IMMEDIATE RELEASE**

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### **Extreme Mustang Makeover Returns to Norco in 2011**

*The Mustang Heritage Foundation seeks trainers ready to take the 90-day Mustang Challenge.*

Georgetown, Texas, November 10, 2010 – In May, Extreme Mustang Makeover returns to Norco, California. Living up to its Horsetown USA moniker, Norco competitors will showcase their Mustangs' talents on an urban trail course as well as other classes. Mustangs and trainers will be asked to take the competition along trails in the foothills and through downtown Norco where they will encounter obstacles such as getting the mail and crossing creeks. The event is scheduled for May 13-15, 2011.

With more than 30,000 American Mustangs waiting to be adopted in BLM facilities, the Mustang Heritage Foundation is stepping up its efforts to help these American legends find adoptive homes. In 2011, the Mustang Heritage Foundation's Extreme Mustang Makeover events will continue to showcase the talents of the American Mustang from California to Tennessee and points in between.

Extreme Mustang Makeovers test the horsemanship skills of trainers who have just 90 days to take a wild American Mustangs from untouched to competing in saddle competition. Gaining a wild horse's trust and teaching it the skills needed to shine in competition and be appealing to adopters is never an easy task, but Extreme Mustang Makeover trainers have less than three months to prepare for the competition.

Applications are available now for any horse trainers willing to take the 90-day training challenge. Trainers must be 18 years old to participate. Participating trainers receive \$700 to cover travel and other costs. They are also eligible to win their share of the \$10,000 estimated purse. Complete information and applications are available on the Extreme Mustang Makeover website, [www.extrememustangmakeover.com](http://www.extrememustangmakeover.com). Application deadline for the Norco Extreme Mustang Makeover is January 15.

In addition to the stop in California, Extreme Mustang Makeover events will be held in Fort Collins, Colorado; Tsale, Arizona; Fort Worth, Texas; and Murfreesboro, Tennessee.

On Sunday, May 15, the public will have the chance to adopt the Mustangs that competed in the Extreme Mustang Makeover event. Each Mustang goes to the highest bidder. Adopters must be preapproved by the Bureau of Land Management. Interested adopters can learn more about the BLM adoption requirements at [www.wildhorseandburro.blm.gov](http://www.wildhorseandburro.blm.gov). Adoption applications will be available on site, and BLM representatives will be available to answer any questions.

The Extreme Mustang Makeover is sponsored by Fort Dodge Animal Health, Western Horseman magazine, Martin Saddlery, Smith Brothers, Vertericyn, Gist Silversmiths, the American Competitive Trail Horse Association and Equestrian Singles.

The Mustang Heritage Foundation in cooperation with the Bureau of Land Management created the Extreme Mustang Makeover event to highlight the recognized value of Mustangs through a national training competition. The events will give the public a unique opportunity to see the results of wild horses becoming trained mounts and then have the opportunity to adopt one of these treasured animals.

Since the inception of the Extreme Mustang Makeover event in 2007, the Mustang Heritage Foundation has placed nearly 2,000 Mustangs, and an estimated 100,000 fans have filled the stands and walked the barns of events held across the United States. For more information on the Mustang Heritage Foundation or Extreme Mustang Makeovers, visit

[www.mustangheritagefoundation.org](http://www.mustangheritagefoundation.org).

<b><u>Date</u></b>	<b><u>Event – City, State</u></b>
January 21-22, 2011	Mustang Magic – Fort Worth, Texas
April 16, 2011	Supreme Extreme Mustang Adoption – Fort Worth, Texas
May 13-15, 2011	Extreme Mustang Makeover – Norco, California
June 10-12, 2011	Extreme Mustang Makeover – Ft. Collins, Colorado
August 12-14, 2011	Extreme Mustang Makeover – Tsaille, Arizona
September 16-17, 2011	Supreme Extreme Mustang Makeover – Fort Worth, Texas
October 21-23, 2011	Extreme Mustang Makeover – Murfreesboro, Tennessee