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Mustangs Begin Competition on Purina Feed Plan

Georgetown, Texas, August 1, 2011 – Three Mustangs competing in the Murfreesboro, Tennessee, Extreme Mustang Makeover have been chosen to take part in the Purina Mustang Challenge to show how the proper nutrition in Purina feeds can transform a horse in three months.

Mustangs trained by Tracey Denton of Quebeck, Tennessee; Cohn Livingston of Florence, Mississippi; and youth trainer Rachel Ward of Brandon, Mississippi, were chosen to be part of the Purina feed challenge for the Murfreesboro, Tennessee, Extreme Mustang Makeover. The horses were picked up July 22 and will compete at the Makeover October 21-23 at Tennessee Miller Coliseum on the campus of Middle Tennessee State University.

As part of the Extreme Mustang Makeover, the horses are judged on their conditioning – weight, muscling, finish, hair coat and overall presentation. The complete nutrition found in Purina's line of equine feeds will help Denton, Livingston and Ward's Mustangs get off to a great start. In 2011, the Tennessee Extreme Mustang Makeover event will have three divisions – Legends, Idols and Youth. Trainers will have just three months to transform their wild Mustangs into willing partners.

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. More than 80 wild Mustangs will enter into training to prepare for the Extreme Mustang Makeover competition in Murfreesboro, Tennessee.

The trainers are paired with their Mustangs through a random draw and will see their new trainees for the first time when they arrive to load the horse at the Bureau of Land Management facility. Trainers from 17 states are scheduled to compete. Trainers will travel from as far away as New Mexico and Delaware to pick up a Mustang for the competition and their chance to change the life of the Mustang and win their share of the \$25,000 in prize money up for grabs at the event.

All Mustangs competing at the Extreme Mustang Makeover will be available for adoption. Adoption fees will be set by competitive bid.

Tickets are on sale now for the October 21-23 Extreme Mustang Makeover in Murfreesboro, Tennessee. Tickets for the October 22 finals are just \$15. Preliminary classes and adoption event are free!

Visit www.extrememustangmakeover.com/emmtennessee.php, to purchase tickets and for the latest information on the Murfreesboro Extreme Mustang Makeover. Be sure to watch the Extreme Mustang Makeover Facebook page to see photos of the Purina Mustang Challenge participants as they prepare for the Makeover.

“Purina has a long history of providing superior nutrition to equine athletes,” said Patti Colbert, Mustang Heritage Foundation’s executive director. “Many of America’s Mustangs are removed from the wild each year due to lack of food and water sources so their body conditions sometimes reflect this. We appreciate Purina sponsoring this challenge to show how proper nutrition can improve the health and well-being of Mustangs.”

About the Mustang Heritage Foundation

The mission of the Mustang Heritage Foundation and the goal of the Extreme Mustang Makeover events are to increase the adoption of Mustangs across the country. The Mustang Heritage Foundation created the Extreme Mustang Makeover events to showcase the recognized value of Mustangs through a national training competition. Since 2007, the Foundation’s adoption programs have been responsible for nearly 3,000 adoptions of trained Mustangs. For more information, visit www.mustangheritagefoundation.org.

About Land O’Lakes Purina Feed LLC

Land O’Lakes Purina Feed LLC (www.landolakesinc.com) is a national organization serving producers and their families through 4,700 local cooperatives and independent dealerships throughout the United States. The company, in combination with its wholly owned subsidiary Purina Mills, LLC, is North America’s leading feed company, providing producers, cooperatives and dealers with an extensive line of animal feed, ingredients and services designed www.horse.purinamills.com/ For more information on Purina horse feeds, log on to www.horse.purinamills.com or www.purinadifference.com.

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** Photos available upon request of the horses participating in the challenge. Photos will also be available throughout the training period leading up to the October 21-23 event. **