

Leave it to Deaver!

The Sanctuary Equine Sports Therapy & Rehabilitation Center Wins Ocala Literacy “Kiss The Horse” Campaign

Ocala, FL (August 24, 2009) – Staff members at the Sanctuary Equine Sports Therapy & Rehabilitation Center are eager to “kiss and tell” about their recent victory – winning the Marion County Literacy Council’s “Kiss the Horse for Literacy” campaign. The Sanctuary, one of the most comprehensive facilities of its kind in the world dedicated to the healing and well being of equine athletes, raised \$23,219.81 to win the campaign.

Brenda McDuffee, General Manager of The Sanctuary, said the state-of-the-art facility is focused on helping the community and taking part in the Marion County literacy campaign was a wonderful way to benefit the community. “Literacy is a problem in our country and in the horse industry we often come across people who can’t read and write so it was also personal for us,” McDuffee said.



The “Kiss the Horse for Literacy” campaign had Ocala businesses and community leaders raising money to increase literacy awareness. The campaign, which hoped to raise \$15,000, promised that the winner would also get to “kiss a horse” in a grand finale moment. Thanks to earning over \$23,000, The Sanctuary not only took the title but also got the honor of kissing the horse.

“I was the lucky one from The Sanctuary who got to kiss the horse,” McDuffee said, adding that the horse was Jamaica, the 2008 USEF Horse of the Year owned by Chester Weber. “Jamaica is not only extraordinarily handsome but also a true gentlemen. The Sanctuary has partnered with Weber and Jamaica also, so it wasn’t like I was kissing a stranger!”

While many counties have “Kiss the Pig” campaigns, Ocala adopted the “Kiss the Horse” campaign because Ocala is the Horse Capital of the World. “It always feels great to give back to the community and The Sanctuary had a great time raising money to help increase illiteracy awareness,” said Tom Grabe, The Sanctuary’s Managing Partner, adding that The Sanctuary held a fundraiser and all of the profits from the event went to the “Kiss the Horse for Literacy” campaign. “Jeffery Deaver, author of the book *The Bone Collector* did a book signing at The Sanctuary’s fundraiser and we also had a silent and live auction.”

The Sanctuary, located on 30 acres in Ocala, features the most advanced conditioning and rehab equipment available in the world including an Equine Hyperbaric Chamber, Aqua Pacer Water Treadmill, a Cold Saltwater Leg Spa, an Equine Swimming Pool, two Eurocisers and Solariums.

For more information on The Sanctuary Equine Sports Therapy & Rehabilitation Center, visit their website at www.sanctuaryequinerehab.com. To learn more about the Marion County Literacy Council and the “Kiss the Horse for Literacy” campaign visit their website at www.marionliteracy.org.

Photo: The Sanctuary Equine Sports Therapy & Rehabilitation Centers practicing manager, Tom Grabe (right) with author Jeffery Deaver (left) raised over \$23,000 to benefit the Marion County Literacy Council’s “Kiss the Horse for Literacy” campaign. The fundraiser will help to decrease illiteracy in Marion County. (Photo courtesy of The Equine Chronicle)