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National Horse Protection League

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## **HERMÈS Joins the Horse Protection Movement**

### ***Stylish Clothing Generates Funds for Blue Horse Charities to Save Horses from Neglect, Abandonment and Slaughter***

Washington, DC - With the holidays right around the corner, the National Horse Protection League (NHPL) is pleased to offer fashion-savvy horse lovers a way to support their favorite animals and enrich their wardrobes with a sumptuous silk scarf or pair of ties from Hermès—the French fashion house known for saddles, leather goods, equestrian sportswear and other luxury items.

With a gift of \$500, donors can treat themselves or a loved one to a gorgeous luxury item while supporting an organization that has literally been a lifesaver to thousands of horses—Blue Horse Charities (BHC) ([www.bluehorsecharities.org](http://www.bluehorsecharities.org)), which has protected thousands of Thoroughbreds from neglect, abandonment and slaughter. Since 2001, BHC has donated more than \$1 million to nearly 70 different horse rescues, subsidized the adoption of more than 5,700 Thoroughbreds and, with the help of these elegant fashion accessories, these numbers can continue to grow.

“We’re delighted to be working with Hermes on this promotion,” said Leslie McCammish, executive director of Blue Horse Charities. “We see this as a stylish way for Hermès aficionados, fashionistas and horse-lovers to express solidarity and support for a cause dear to all of our hearts.”

Designed especially for this fundraising effort, the blue scarf features the vintage “Ecole portugaise” pattern and the ties, in both light and dark blue, feature the traditional bridle bit. For a minimum contribution of \$500 to Blue Horse Charities, donors will receive their choice of the scarf or the pair of ties.

The scarf or ties may be purchased at [www.horse-protection.org](http://www.horse-protection.org). **All major credit cards are accepted. Delivery can be expected within 3-4 weeks.**

The National Horse Protection League is an online community dedicated to making every horse a wanted horse. Its mission is simple: to protect horses and help owners who can no longer care for their animals find a humane and loving alternative to cruel death or abandonment. The site features the latest legislative news and information about the horse industry, stories and photos from horse lovers and equestrian art and culture.

For those who love horses and fashion, these signature Hermès silks will be a valued addition to every wardrobe.

High-resolution images of the scarf and ties are available by request for print and online magazines and news sites. Please email Bryan Buchanan at [bbuchanan@fenton.com](mailto:bbuchanan@fenton.com).

\* Please note that only the portion of the donation exceeding the retail cost of the scarf or ties is tax-deductible as a charitable contribution. Therefore, the tax deductible amount of a \$500 donation for one (1) scarf is \$125. The tax deductible amount of a \$500 donation for two (2) ties is \$160. Every additional dollar contributed to this campaign above \$500 would be fully tax-deductible.