

arabhorse FARM TOUR

scottsdale, arizona

ArabHorse Celebrates Fifth Annual Farm Tour with Benefit for Healing Hearts Rescue and Refuge

Photography by Lysa Roman and Lori Ricigliano

(Scottsdale, AZ) – This year when you visit the Arabhorse Farm Tour, you won't only see some of the world's best Arabian farms, but you will also have the chance to support Healing Hearts Animal Rescue and Refuge with donation options, raffles and a Grand Finale auction.

The Arabian Horse Network, better known by its web name, Arabhorse.com, celebrates the fifth annual Farm Tour event with an impressive list of prestigious Arabian farms. Many participants are farms located outside of Arizona and come to Scottsdale early just to be part of this event. The Farm Tour, opening on Wednesday, December 28th and extending through Sunday, January 1, 2012, is a prelude to the world renowned Scottsdale Arabian Horse Show in February.

"Scottsdale is recognized as the World Capital of the Arabian horse," says Scott Bailey, Arabhorse.com founder, "and traditionally, some farms in Scottsdale have hosted New Year's parties or open barns. The Tour is now known globally as the place to purchase top show horses and select breeding stallions for the coming season. All Tour events are open to the public and we invite people to join the fun and learn more about the Arabian horse."



Lysa ©



SHOWS AND EVENTS

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Each year events are streamed live online through iEquine.com to allow viewers from around the world to enjoy the fun. Statistics from iEquine's online broadcasts of five Tour events last year demonstrate the attention paid to the Arabian business in Scottsdale. Those broadcasts attracted nearly 2,400 views from some 25 different countries. In addition, the Tour website logged an impressive 12,068 views from 7,970 unique visitors during the week of the event. The live broadcast even resulted in a few international sales.

The annual Arabhorse Farm Tour is an event truly unique to Scottsdale, no where in the world can one visit so many highly regarded Arabian farms over a long weekend. Participating farms enjoy a well deserved reputation for throwing great parties and are ready to share their passion for the Arabian horse with their guests.

Since the Arabhorse Farm Tours have been such a success and draw hundreds of people to each event they decided to start giving back. During the 2010 Tour daily raffles were held along with a live auction to raise funds for Healing Hearts Animal Rescue & Refuge. Upon conclusion of the auction the Arabhorse Farm Tour was able to raise over \$30,000 for Animals in need.

"All of our participating farms are enthusiastic about supporting the benefit again this year," says Bailey. "We know the economic downturn and increased feed costs put a lot of stress on the rescue groups. We particularly like the mission of Healing Hearts because the animals they rescue are assured of a home for life through their adoption process or at their facility in Wilcox. We ask that those who attend as guests show their appreciation for our hospitality with a donation, raffle ticket purchase and support our Finale Auction."

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The Tour is scheduled with clusters of nearby farms staging events on the same day from late morning through evening. Each farm presentation lasts about two hours. This allows guests to visit several farms during a Tour day with only minimal driving.

The complete Farm Tour schedule with locations, links to driving maps, event times and descriptions, as well as links to host farm websites and downloadable location map, will be available at www.ArabHorseFarmTour.com. Healing Hearts is a 501(c)(3) Private Non-Profit Organization, see their website at www.healingheartsaz.org.

Arabhorse.com serves the Arabian industry both nationally and internationally with internet marketing solutions and creative promotions for the breed and the lifestyle associated with owning Arabians.



