



FOR IMMEDIATE RELEASE

**LOCAL BUSINESSMAN OPENS PREMIER EQUESTRIAN FACILITY
BRINGS THE WEST'S PHILOSOPHY OF NATURAL HORSEMANSHIP (A.K.A. HORSE WHISPERING)
TO THE TRISTATE**

BURLINGTON, Kentucky — Nearly everyone is familiar with the term “horse whispering.” There was the movie loosely based on one of the greatest horse whisperers of all time and there have been numerous books and DVDs devoted to the subject. But, for Greg and Lynn Kallmeyer of Burlington, Kentucky, horse whispering, or as they call it natural horsemanship, is much more than just a term to be bandied about, it’s a way of life that truly benefits both horse and rider.

Kallmeyer is currently in the throes of preparing for the grand opening of Kallmeyer Equestrian Center, which is slated for Saturday, October 24, 2015. The event is free and open to the public. “We want folks to come out, enjoy some cider, hot chocolate and refreshments, tour the facility, meet some of our horses and even experience the beauty of a fall hayride through the countryside,” said Kallmeyer who’s quick to add that community support is important. “We’ve lived in Northern Kentucky all our lives and building this equestrian center has been the culmination of a life-long dream of Lynn’s and mine. We’re a small business and do business with area vendors and suppliers; having our friends, neighbors and community come out and support us means a lot.”

Situated on more than 60-acres of rolling hills, fenced pastures and miles of wooded trails, Kallmeyer Equestrian Center features a brand new 24-stall, Amish-built barn with spacious 12’X12’ stalls, each with its own private, outdoor window and wall-to-wall waterproof mattress system, an 80’X160’ indoor arena that’s connected to the stable, making riding in inclement weather a non-issue and loads of amenities for boarders and students, including a heated and air conditioned viewing/lounge area, complete with refrigerator and microwave, a spacious tack area where boarders can stow their saddles and other tack and an indoor bathroom, complete with shower.

Unlike many barns in the area, which specialize in a specific, singular riding discipline, Kallmeyer Equestrian Center embraces more of a hybrid approach, where every riding discipline is welcome, including hunter/jumpers, western and dressage. Kallmeyer, who promotes and teaches natural horsemanship, says it’s applicable and can benefit every riding discipline. “There’s a lot of misunderstanding and mystique out there surrounding what ‘natural

horsemanship' is exactly," said Kallmeyer. In its most basic definition, it's working with horses by tapping into the animal's God-given natural instincts and methods of communication.

Kallmeyer—who's spent decades unlocking the secrets of natural horsemanship by painstakingly watching and interacting with his own horses and by studying with equestrian greats like Wil Howe, Buck Brannaman, Ray Hunt, Wendy Murdoch, Joe Wolter, Carol Coppinger, Karen Rohlf and Bryan Neubert—says natural horsemanship isn't a riding discipline per se, but rather a horse-to-human philosophy to be embraced and lived.

"A lot of times, riders will assign human emotions to their horses, commenting that their horse is "being bad," "has an attitude," or is just "mad at them," when in reality, the horse is just being a horse," added Kallmeyer. "You've got to take the time to learn to "speak" the horse's language, as it were and genuinely learn why horses react the way they do in different situations. Then, armed with that understanding and those insights, you can really begin to connect with your horse on a level you may not have thought possible."

In addition to boarding, Kallmeyer also offers natural horsemanship training and encourages non-boarders who are interested in learning more, to trailer in for lessons. Throughout the coming year, he expects to also offer clinics, featuring some of the nation's top trainers. "If you love horses and want to learn more about how to improve your relationship and abilities with horses, we'd love you to see you at the grand opening and who knows, maybe you'll stay awhile. We hope so."

Event Specifics:

What: Kallmeyer Equestrian Center – Grand Opening

Where: 3710 Idlewild Road, Burlington, Kentucky, 41005

When: Saturday, October 24, 2015

Time: 11 a.m. 'till 5 p.m.

The event is free and open to the public.

To schedule an interview with Greg, and/or for further information about Kallmeyer Equestrian Center and natural horsemanship, please contact:

Jennifer Robinson

M: 513-504-7395

Jsr-pr@fuse.net

JSR-PR.com