



FOR IMMEDIATE RELEASE

BREAKTHROUGH SUCCESS GETS CONTRIBUTION FROM CAVALLO.

Twenty years ago 75% of children with cancer died, now 75% survive.

For Cavallo owners, it was a great shock to hear of the condition of their family friend. Fifteen years old and diagnosed with Hodgkin lymphoma; this fine young man is now facing regular chemotherapy, emotional turmoil and a painful interruption to his athletic pursuits.

The local community rallied with loving support and Cavallo is making a significant contribution to the British Columbia Children's Hospital. Five Dollars from the worldwide sales of every pair of pink Simple Boots is going directly to cancer research for kids.

Says company president, Ms Herder: "Life is fleeting. We are so grateful that our children get up every day and vibrantly go about their lives. It gives us great comfort to know that Cavallo is in the fortunate position of helping some of those less fortunate."



Cavallo's All-Terrain SIMPLE boot is simple to size, simple to fit and easy on the wallet. The attractive hoof wear has a genuine leather upper and a solid TPU sole that is durable, practical and shaped for the natural hoof. The lightweight Simple Boot offers built-in sole relief ensuring comfort and support where it counts, and they stay on! Ride through any terrain at any speed.

The new pink hoof boots are available at fine tack and mail order catalogues in seven adjustable sizes covering the range from Warmbloods to Colts.

High resolution digital graphic available upon request

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