



***Initiative is now an official program of the ASPCA, in an effort to increase equine adoption efforts nationwide.***

The American Society for the Prevention of Cruelty to Animals is expanding its equine welfare efforts by welcoming The Right Horse Initiative as an official program of the organization. As a program of the ASPCA, the Initiative will remain focused on massively increasing the number of successful horse adoptions in the United States and improving the number of positive outcomes for horses in transition as they move from one home, career, or owner to the next.

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Established in 2016, The Right Horse Initiative hosts a collective of industry professionals, equine welfare organizations, and advocates working together to reframe the conversation around equine adoption and improve the lives of horses in transition through a dialogue of kindness and respect. In collaboration with over 60 industry and adoption partners, the Initiative has launched innovative programming focused on shattering the stigma surrounding horses in transition, who frequently end up at risk of inhumane treatment as they move between careers or owners.

## December 2019 - ASPCA Takes on The Right Horse Initiative

Written by CRM

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“With a shared vision for increasing adoptions and elevating the welfare of all equines, we are thrilled to combine forces with The Right Horse Initiative to help even more horses across the country,” said Matt Bershadker, ASPCA President and CEO. “The Right Horse Initiative has been pivotal in bringing together leading voices from all corners of the equine community -- an approach the ASPCA employs in our own equine welfare work -- and together we will continue to improve the lives of countless horses through innovative adoption programs, training, and increased public awareness.”

ASPCA research suggests there could be at least 2.3 million adults in the U.S. with the resources and desire to adopt a horse in need. The ASPCA is committed to reaching these potential adopters through The Right Horse Initiative’s online adoption platform, My Right Horse.

The ASPCA is focused on ensuring horses nationwide have good welfare by helping horses find homes, supporting equine safety net programs, combating cruelty and responding to disasters. As part of the ASPCA, The Right Horse Initiative will further develop positive systemic change for at-risk horses by continuing to innovate best practices in adoption, promoting adoption among horse-seekers, and fostering collaboration within the equine industry including adoption agencies, rescues, breed and discipline associations.

*Press release provided by the ASPCA. For more information about the ASPCA’s efforts to help horses, visit [www.asPCA.org](http://www.asPCA.org).*