

Shetland Pony Club and Miniature Horse Registry Introduces New TV Commercial: "Honey I Shrunk The Horse"

Morton, IL- The American Shetland Pony Club and the American Miniature Horse Registry produced a new TV commercial to promote their small equines. The new tongue-in-cheek spot titled, "Honey, I Shrunk the Horse" shows a couple taking a Miniature Horse out of the dryer with the laundry. The amusing spot goes on to tout the advantages and versatility of small equines. "Once again we wanted to get viewer's attention by having a little fun in our TV spots", said ASPC/AMHR Marketing Director, Johnny Robb, "After all fun is a lot of what our small equines are all about."

The new TV spot will air in rotation with the spot the club produced last spring titled, "Small Equine Flu". Also produced in a tongue-in-cheek fashion, the "Small Equine Flu" TV spot opens in a staged news studio, where a very convincing newscaster warns viewers about the small equine flu epidemic sweeping the country. The newscaster identified as Scott Shetland, explains that people's love of Shetland Ponies and Miniature Horses is causing the spread of the flu. His Field Reporter, Mini Lover, confirms the reports from the field, quite literally.

"We saw both spots as a fun ways to get people thinking about Shetland Ponies and Miniature Horses," explains Robb. "It really is true that these heartwarming little equines can be quite addictive. More and more people are discovering that Miniature Horses and Shetland Ponies are the small equines that they can enjoy from childhood right through their golden



Actors pretend to take their now Miniature Horse out of the dryer on the set of the new ASPC//AMHR TV Spot (Simm Gottesman photo)

years" Robb continued, "They are a manageable size, easy to train, affordable and just plain fun. We hope the TV spots will pique viewer's interest"

The TV spots are slated to run on The HorseTV Channel and RFD-TV starting this summer. For more information about the American Shetland Pony Club and the American Miniature Horse Registry, visit their website at www.shetlandminiature.com or call 309-263-4044.

The American Shetland Pony

Club and The American Miniature Horse Registry is a non-profit organization established to preserve and refine the bloodlines of these small equines. Recognized as the oldest and most versatile registry in the United States, the American Shetland Pony Club and The American Miniature Horse Registry offer a variety of programs for Shetland Pony and Miniature Horse enthusiasts of all ages. Visit their website at www.shetlandminiature.com or write 81-B East Queenwood Road, Morton, IL 61550.