



Offering Alternative Therapy with Smiles



Changing a child one ride at a time since 1997

[www.oatshrh.org](http://www.oatshrh.org)

## FOR IMMEDIATE RELEASE

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### **Local therapeutic horseback riding facility to be featured in national promotion of Frito Lay's TrueNorth Snacks**

Earlier this year, Nancy Heussner's story about how she came to found O.A.T.S., a therapeutic horseback riding facility in Clarkston, placed in the top six out of 2,300 entries in Frito Lay's TrueNorth Snacks Oscars contest. Although she didn't win, TrueNorth was so impressed with Heussner and the O.A.T.S. program that they will be featured in national press releases to promote their second big inspiration campaign: the TrueNorth Story of the Month contest, launching later this month.

"TrueNorth, Brand Manager Tom Gargiulo and Frito Lay have been wonderful to us," says Heussner. "We are very excited and grateful they are giving us the opportunity to share the important work we do here with a national audience." In addition to receiving a \$500 donation and a video filmed by TrueNorth for the Oscars contest—and some delicious TrueNorth snacks, of course—Heussner and O.A.T.S. are also featured as a "TrueNorth story" on the product website.

For the new contest, consumers will be asked to submit inspirational stories about how they are pursuing their passions for a chance to win a monthly \$1,000 prize to further pursue their passion. Visit [www.truenorthsnacks.com](http://www.truenorthsnacks.com) for details.

O.A.T.S. hrh Inc.—Offering Alternative Therapy with Smiles, horseback riding for the handicapped—is a 501(c)3 non-profit, all-volunteer facility founded by Heussner in 1997. A NARHA (North American Riding for the Handicapped Association) premier center, the O.A.T.S. program runs year-round, providing the valuable emotional and physical benefits of riding to more than 100 disabled children and adults each week. Volunteers and donations are always welcome! For more information, visit [www.oatshrh.org](http://www.oatshrh.org) or call 248.620.0505.

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NARHA premier center • Nonprofit 501(c)3 organization • O.A.T.S. admits students of any race, religion or ethnic origin