



Pfizer Inc.  
150 East 42<sup>nd</sup> Street  
New York, NY 10017

---

## **Pfizer Animal Health**

### **Pfizer Animal Health Supports New Canaan Mounted Troop, Inc.**

*Nonprofit Equine Organization Works to Instill Horsemanship, Values in Youth Members*

FOR IMMEDIATE RELEASE

**Media Contact:**

Equine Resources International, LLC  
teresa@equineresources.com  
610-444-7554

New York, NY (October 31, 2006) – Pfizer Animal Health is proud to announce its support of New Canaan Mounted Troop, Inc. – a 501(c)(3) organization dedicated to building leadership, responsibility and confidence in youth through sound horsemanship. In order to help further the Troop’s mission, Pfizer Animal Health has made a donation to the Troop’s ongoing Building on Tradition Capital Campaign to rebuild their barn and indoor ring. The company also donated an entire season’s supply of its new Solitude IGR™ (2.12% cyromazine) for all the troops’ horses – helping them to eliminate fly infestations this year.

New Canaan Mounted Troops’ (NCMT) original buildings were erected in 1939 and must be replaced in order for the group to continue to provide a comprehensive, hands-on learning experience, emphasizing teamwork and a curriculum focused on horsemanship and equine care classes. The new construction will allow the Troop to expand their educational programs and will ensure that future generations of children will benefit from NCMT’s unique programs.

“The New Canaan Mounted Troop is a truly exceptional organization whose service to children and the entire equine community has continued for nearly 70 years,” said Kristin Ruff,

equine products manager at Pfizer Animal Health. “The troop’s mission reflects Pfizer’s belief in the importance of equine health and the valuable role horses play in families and the community. We are extremely proud to help NCMT toward its goals.”

The Troop has been using Pfizer Animal Health products to help foster good health for its horses for many years. In fact, all eligible horses at NCMT are enrolled in Pfizer’s PreventiCare™ equine wellness program and receive Strongid® C or Strongid® C 2X™ Equine Anthelmintic daily, as well as twice-yearly administrations of Equimax™ Paste (*ivermectin 1.87%/praziquantel 14.03%*) or Equell™ (*ivermectin 1.87%*). This year the troop has also been able to feed Solitude IGR™ to all of its horses and, as a result, experienced a much improved fly situation during the spring and summer months.

“New Canaan Mounted Troop is an important program for kids because it offers far more than just horseback riding lessons,” said Michelle Schmerzler, President of New Canaan Mounted Troop, Inc. “It teaches children to become proficient in a unique athletic activity, while at the same time instilling values that are important in everyday life. All activities are conducted in a family atmosphere that encourages participation in community service, a feature rooted in the history of the organization.”

For more information on the New Canaan Mounted Troop, as well as how to donate to their Building on Tradition Capital Campaign, visit the Troop online at

<http://www.newcanaanmountedtroop.org>.

For more information on Pfizer Animal Health’s complete line of equine health care products, visit [www.pfizer.com/equine](http://www.pfizer.com/equine). Pfizer Inc discovers, develops, manufactures and markets leading prescription medicines, for humans and animals, and many of the world’s best known consumer products.