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## Mason Phelps Joins New Canaan Mounted Troop Advisory Board

Client: *New Canaan Mounted Troop* Release Date: *2006-12-19*

FOR IMMEDIATE RELEASE

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Photo Credit: Mason Phelps. Photo by: Gary Kane. Photograph may be used only in relation to this PMG press release.

### Mason Phelps Joins New Canaan Mounted Troop Advisory Board

New Canaan, CT – December 19, 2006 – New Canaan Mounted Troop, Inc. (NCMT), a 501 (c) 3 non-profit educational and charitable youth organization located in New Canaan, CT, is pleased to announce that Mason Phelps, president of Phelps Media Group Inc. International, has joined the New Canaan Mounted Troop Advisory Board. NCMT focuses on building leadership, responsibility, and confidence in youth through sound horsemanship, and their Advisory Board offers ideas and direction in order to continuously improve the quality of NCMT programs.

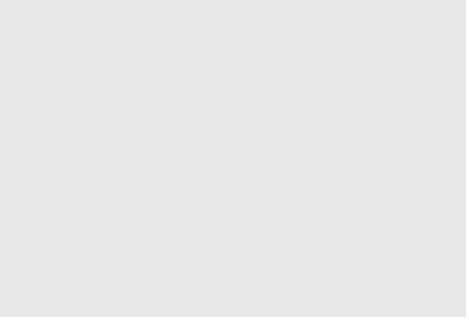
"The Advisory Board is composed of 16 members who are professional leaders in various industries and, therefore, bring a wealth of knowledge and expertise to the Board of Directors of NCMT," commented Michelle H. Schmerzler, president of NCMT. "Their assistance with our fundraising efforts has proven invaluable."

"We are thrilled that Mason Phelps has agreed to join the NCMT Advisory Board," she continued. "Mason is so well respected in the equestrian community as a leader and innovator, and we are honored to have him on board. We have asked for his help and advice with our Building on Tradition Capital Campaign to rebuild our facility," explained Schmerzler. "His extensive fundraising experience within the equestrian community has been extremely successful, and we look forward to his suggestions for NCMT as we move forward with our campaign."

Currently, the Advisory Board includes some of the most esteemed names in the equine industry. Members of the Advisory Board include:

- Lisa Bailey Bailey Research Associates
- Mark Baus, DVM Fairfield Equine Associates
- Elizabeth Cahill Ruksznis Bank of America
- Robert Cacchione IHSA
- Christopher Dubrowski Deloitte
- Timothy Hogan Del Laboratories, Inc.
- Maureen Lutz MPL Associates
- Betsy Medinger Pegasus Therapeutic Riding
- Carol Molony Stony Creek Farm
- George H. Morris United States Equestrian Federation
- Mason Phelps Phelps Media Group, Inc. International
- Cristina A. Ross, R.A. Corporate Facilities
- Frederick Schauder Country Lane Farm
- Robert Stafford Viewpointe Services
- Eric L. Straus United States Equestrian Federation
- Mark H. Walter Beval Saddlery LTD

NCMT recently launched the Building on Tradition Capital Campaign, which is a \$3 million initiative to build a new facility for the historic NCMT. The facility has reached an impasse in its



ability to serve the community. Although NCMT takes great pride in the facility and devotes many volunteer hours to maintaining it, the 66-year old structure has aged and must be replaced. Currently, the organization has over 140 students in its horsemanship program.

For more information on NCMT or to help with the Building on Tradition Capital Campaign initiative, please visit [www.newcanaanmountedtroop.org](http://www.newcanaanmountedtroop.org).

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