



**FOR IMMEDIATE RELEASE**

Contact: Bill Bookout, President  
National Animal Supplement Council  
Phone: 760-751-3360 x1  
Email: b.bookout@nasc.cc

**NASC in New Orleans: Helping Combat Veterans, Wild Mustangs Through Heroes and Horses Fundraiser**  
*May 17 Fundraiser Open to Public, Locals Can Help Heroes and Horses Reach \$100,000 Fundraising Goal*

Valley Center, CA – April 27, 2017 – Each year, the National Animal Supplement Council (NASC) selects a nonprofit organization to support through fundraising activities at its annual conference. This year, NASC members will open their hearts to Heroes and Horses, a unique Montana-based program that uses the remote wilderness and the horse/human connection to challenge and inspire personal growth in veterans. Attendees will have the opportunity to participate in fundraising activities that will get the organization closer to its goal of raising \$100,000 in 2017. The 2017 NASC Annual Conference will be held May 16-18 at the Astor Crowne Plaza French Quarter hotel in New Orleans.

“When I heard about Heroes and Horses I knew instantly this was an organization the NASC Board and our members would want to support,” said Bill Bookout, NASC President. “The program rescues wild mustangs and gives them a better life than they ever would have known, gives them a purpose, then uses the healing power of those horses to help veterans who have lost sight of who they are and what they should do next. It’s life changing.”

Heroes and Horses was founded in 2013 by Micah Fink, a former Navy Seal who was deployed for just over 1,100 days. After his active duty military career, Fink saw the struggles returning veterans faced as they transitioned back to civilian life. Carrying with him the haunting statistic that every day twenty-two U.S. veterans take their own life, Micah and his wife Mackenzie were determined to help. Through Heroes and Horses, veterans are paired with a mustang and led on an extended wilderness trip in which extreme physical, mental and emotional challenges must be overcome.

“We take principles that change peoples’ lives and we recreate them in the mountains with horses and raw environmental challenges,” Micah said. “Heroes and Horses is meant to be challenging because without struggle these guys would never find what they have lost. It’s really the struggle that gives things in life value. We’re just a vehicle to get these guys to where the change happens.”

On Wednesday, May 17 at 6:30 PM, Micah will share his inspirational story of how he found his own purpose by creating Heroes and Horses, and how this proven program invokes lasting change, helps America’s heroes make peace with the past, and replaces devastation with hope. Micah’s talk is open to the public and tickets can be purchased for \$75 by calling (760) 751-3360 or emailing [contact@nasc.cc](mailto:contact@nasc.cc).

To learn more about Heroes and Horses or to donate, visit [www.heroesandhorses.org](http://www.heroesandhorses.org).

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**About the National Animal Supplement Council**

Members of the National Animal Supplement Council are concerned and committed manufacturers of animal health supplements across the globe. Together, members endeavor to improve the quality of such products sold to consumers for the benefit of their horses, cats, dogs and other companion animals. NASC initiated its Quality Seal program as part of its ongoing effort to improve and standardize the animal health supplement industry, and ensure the highest standards of quality in the industry today. When consumers see the NASC Quality Seal on an animal supplement they will know the product has been verified according to NASC standards. Learn more at [www.nasc.cc](http://www.nasc.cc) or visit the [NASC Facebook page](#).