

James Pickens, Jr. Speaks Out to Help Horses in New Public Service Campaign

Actor, horse owner and competitive roper teams up with the American Quarter Horse Association and Fort Dodge Animal Health on national healthy horse PSA campaign

Overland Park, Kan. (May 2009) – When James Pickens, Jr. lost his roping horse, “Smokey”, it was devastating and brought home the importance of having all his horses seen by a veterinarian twice a year. Now, Pickens has joined with the American Quarter Horse Association and Fort Dodge Animal Health in a national public awareness campaign called “Keeping Horses Healthy.”

Pickens, an AQHA member and star of ABC’s Grey’s Anatomy, lends his celebrity power to the television and radio public service announcements. An American Quarter Horse owner and competitive roper, Pickens’ love of horses led him to help educate other owners on the importance of twice-a-year wellness exams from a veterinarian.

The PSAs include three television and three radio spots that are :60, :30, and :15 seconds long. The PSA campaign is designed to let horse owners know about the health dangers their horses face.

“The health challenges faced by the nation’s 9.2 million horses are many – from deadly mosquito-borne and respiratory diseases, to joint health and nutrition issues, injuries and infections,” said AQHA Executive Vice President Don Treadway Jr. “Yet according to the American Veterinary Medical Association, nearly half of all horses won’t see a veterinarian this year. Not surprisingly, equine health emergencies happen more often than they should and many are preventable.”

Twice-yearly wellness exams help veterinarians detect, treat and prevent equine health problems before they result in emergencies or a prolonged setback. Exams are also the ideal time for veterinarians to educate horse owners about nutrition, behavior, emerging local disease threats and other horse health issues in the area.

The PSAs, and more information about equine health, can be found on the America’s Healthy Horse Web site at www.americashealthyhorse.com.

About American Quarter Horse Association

The American Quarter Horse Association, www.aqha.com, is the world’s largest single-breed equine registry and membership organization, with more than 5 million American Quarter Horses registered worldwide and AQHA membership numbering more than 330,000. AQHA’s mission is to record and preserve the pedigrees of the American Quarter Horse while maintaining the integrity of the breed and to provide beneficial services for its members which enhance and encourage American Quarter Horse ownership and participation.

About Fort Dodge Animal Health

Fort Dodge Animal Health, a division of Wyeth (NYSE: WYE), is a leading global manufacturer of animal health products for the equine, companion animal, livestock, swine and poultry industries. Key products include West Nile-Innovator[®] and the Innovator[®] combination vaccines, Quest[®] and Quest[®] Plus. Wyeth's major divisions include Wyeth Pharmaceuticals, Wyeth Consumer Healthcare and Fort Dodge Animal Health.

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