



Riding a Wave of Word-of-Mouth *The Soul of a Horse: Life Lessons from the Herd* Becomes a Best Seller by Inspiring People

Julie Cantillon, a fifth-grade teacher in La Jolla, California having no prior history with horses began this school year with a renewed feeling and energy after reading Joe Camp's best seller *The Soul of a Horse: Life Lessons from the Herd*. She believes the book speaks to educators.

New York Times education writer Jack L. Kennedy agrees. He says, "This warm, cleanly-written and simply but powerfully-drawn book is a voyage of discovery that ponders how things fit together, how we learn, why we do what we do, and how much caring and patience outweigh discipline and over-direction."

A mom in New York said that about a third of the way through the book she began replacing the word *horse* with the word *teenager* and it changed her relationship with her kids for the better.

A trainer in Maryland is teaching a course for non-horse people using *The Soul of a Horse* as a text book.

A businesswoman became a better leader after reading the book. A book store manager found lessons in patience and persistence.

A broadcaster in Rhode Island said her life is forever changed and she is a better person because of this book.

A radio talk show host in Boston said this book is not at all what he thought. "It's about how we should be in sync not only with the natural world but with our neighbors, both four-legged and two."

Author Joe Camp said, "Somewhere along our journey, Kathleen and I both began to realize that what we were learning about relationships, leadership, persistence, and patience didn't apply just to horses, and the experience changed our lives. We're ecstatic that readers are seeing that as well."

Barely three years ago Camp and his wife Kathleen acquired their first three horses, almost by accident, and in attempting to learn how to keep and care for them they found themselves in the middle of a most controversial journey, that led to the book, which is now changing the way people think about horses and changing the way people think about themselves.

Riding a wave of word-of-mouth, the book rose to #4 on The Dallas Morning News' Hardback Nonfiction Best Seller list. The book published by Random House/Harmony Books in May of this year is in its fourth printing, its largest yet, and has been climbing in sales steadily since publication.

Camp is the creator of the canine superstar Benji and the writer-director of all five Benji films and numerous television programs.

"My head is swirling," Camp said. "Yet another dream is becoming reality. I feel so blessed. Like *Benji*, *The Soul of a Horse* is turning into the little book that could. And making a positive difference for so many."

Camp and his wife Kathleen live with their two cats, three kids, four dogs and six horses in Valley Center CA.

For more information contact:

Nancy Garrett
Nancy@thesoulofahorse.com

Sarah Brievogel
sBrievogel@randomhouse.com

<http://www.thesoulofahorse.com>