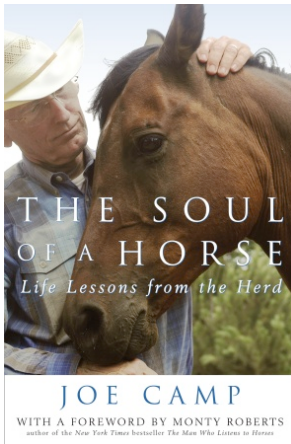


## Welcome to “*The Soul Of A Horse, Life Lessons from the Herd*”

**Become a member of the Herd. Spend time with Joe Camp. He will educate, enlighten, inspire and encourage you and your audience. Opportunities include: Reviews, Interviews, Excerpts, Live Shots with Joe, Cash, the Herd and Benji. Come and hang out at the Ranch with Joe and the Gang!**

Here’s the story of Joe and Kathleen Camp’s journey into the world of horses. Little did they know at the time that these horses would change their lives. ***The Soul of a Horse, Life Lessons from the Herd* is a “Love Story” showing simply that love is the most important thing in life.** As Joe explains, “The lessons we learned from these horses have immense applications to the way we live our lives with other humans. It’s all about relationships, choices, and trust. These guys (horses) taught us that the quality of life is often found in the choices made. We should approach every relationship whether it’s with a boss, an employee, a family member or spouse from the other end of the lead rope. In other words we should walk in their boots caring enough to want them to be healthy and happy. And Always question everything. Be your own expert. When we discovered there was something very wrong with the way horses were cared for we had to find answers.”



Film writer, producer, director, and author Joe Camp revealed the heart and soul of a dog when he created canine superstar Benji. Perhaps that’s why he wasn’t willing to accept the traditional thinking about horses when he received a surprise birthday gift from his wife, Kathleen.

As complete neophytes, Joe and Kathleen were without a clue as to what horses needed or wanted, but they plunged headfirst into the adventure of living with horses, navigating unexpected, uncharted, and often controversial territory. The result is **THE SOUL OF A HORSE: Life Lessons from the Herd (Random House/Harmony Books; On-sale now; Hardcover \$24.95)**. It is getting rave review from critics and readers alike. Visit [www.thesoulofahorse.com](http://www.thesoulofahorse.com) for photos, reviews and resources.

In this engaging, emotional, and often humorous book, Camp deftly lures readers into the magic of a horse’s soul, unlocking the mystery of these majestic creatures. The parallel journeys of a fabled herd and a boy in the wild and a wide-eyed couple thrust into the enigmatic world of horses are charmingly blended into a riveting treasure hunt for answers about relationships, choices, trust, and love, leading to a discovery that could actually change traditional thinking and care about horses forever.

**Joe is an amazing interview. He will captivate, encourage and educate your audience. Here are topics:**

- Why he doesn’t consider *The Soul of a Horse; Life Lessons from the Herd*” to be a horse book but a story of a journey that everyone should take whether it be with horses or another passion.
- How his experiences with Benji prepared him for relating to horses and telling this story.
- The lessons he and his wife learned from the herd and how those lessons positively changed their lives.
- “Living life with purpose, on purpose”. How to get real meaning into your life at any age.
- How to be a “Member of the Herd”.
- Why millions of horses are stressed out.
- Why *The Soul of a Horse: Life Lessons from the Herd* is not just a story but a way to live your life.
- Why women are flocking to *The Soul of a Horse: Life Lessons from the Herd*.
- How horses *should* be living, and the disparity between that and traditional thinking. Why horses should not be wearing shoes nor living in barns.
- The treatment of horses that participate in horse races and other topical issues pertaining to animal care including the over crowding issue in shelters all over the U.S and saving our wild mustangs.

**We encourage you to read the book. It will inspire you. Please consider a review, feature or interview. We’ll follow up this week to discuss the possibilities. If you have any questions or would like to schedule an interview please contact me Lynn Pittman at 619-542-1898 [lynnpittman@cox.net](mailto:lynnpittman@cox.net) or [nancy@thesoulofahorse.com](mailto:nancy@thesoulofahorse.com). Thank you and Have a Great Day!**