



Joe Camp: “The kind of interview journalists dream of.”

“Joe Camp gives the kind of interview journalists dream of. Camp's not only what I call ‘notable and quotable,’ he has a palpable honesty that makes readers, listeners, viewers sit up and take notice. In fact, I told a fellow correspondent that Joe Camp is verbal, visual Velcro.”

Dr. Marty Becker, Veterinary Correspondent for Good Morning America; Syndicated Radio Show Host

The National Best Selling author of *The Soul of a Horse: Life Lessons from the Herd* and the man behind the canine superstar Benji has a new book about his continuing journey which is turning the horse world on its ear and changing the lives of horses and people all across the planet. Camp deftly lures us back into the heart and soul of a horse in his new book *The Soul of a Horse BLOGGED – The Journey Continues*, a compilation of inspiring new stories and compelling new discoveries.

“Less than five years ago we didn’t have a horse or a clue,” Camp says, “but waking up one morning with three horses in our front yard began a journey through uncharted and very controversial waters on a collision course with the ultimate discovery that most ‘domestic’ horses were being kept and cared for in a manner that is diametrically contradictory to their genetic design.”

Camp, a young 72, can explore at length his list of *Undeniable Truths* about the horse world... or his belief that anything is possible if you work hard enough and believe in yourself. He was told by industry "experts" not to bother with the original Benji film; that it wouldn't work. He proved the experts wrong writing, directing, producing *and* distributing the picture independently with no help whatsoever from Hollywood. Now after five Benji movies and numerous television programs he’s at it again with best selling books that are changing the horse world.

Another mission of Joe Camp’s is to convince people to live their lives with purpose, on purpose. “I’ve found that when there’s purpose in your life, there’s passion,” Camp says. “And that passion ensures your purpose. Makes it successful. And passionate work - the

medical community is finally discovering - lowers cholesterol, blood pressure, heart rate, and keeps you healthy. Not to mention how much your psyche is soothed by doing something good for another being.”

Camp’s entrepreneurial *can-do* spirit and his belief that you can make a positive difference in the lives of others and still put food on the table, get the kids to school, mow the grass, and love your spouse are the very qualities that can bring our country back to it’s foundation.

“Joe Camp is a genuine breath of fresh air. If he’s got any presumptive airs about him, they are as invisible as his ego – remarkable for a true gentleman who’s accomplished all he has on a wing, a prayer and an unbelievable friend named Benji. When you speak with Mr. Camp, you speak with pure class.”

Thor Tolo, "Live From Seattle", KGNW

“Joe Camp is a joy to have on the air. He is sincere, witty, and has a true passion for animals and life in general. I've had Joe on WHO Radio three times in the past couple years. Each time I've gotten so much positive feedback from our listeners. They love his stories. They love his personality. Joe truly is a treasure. I would have him back on the air in a heartbeat.”

Cheryl Pannier, WHO 1040 AM, Des Moines

“Joe Camp is a terrific interview! His knowledge and passion are insightful and compelling. Encounter the work of Joe Camp and you'll have a changed heart.”

Kevin Harris, Morning Host, KWRD-FM Dallas

To arrange an interview with Joe and for review copies of his best seller *The Soul of a Horse – Life Lessons from the Herd* and the new *The Soul of a Horse Blogged – The Journey Continues* email: nancy@benji.com

For more information visit:

<http://www.thesoulofahorse.com>

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