

Dear Sir/ Madam

Thank you from the harness racing documentary film "I Am, A Harness Racing Horse":

The Christmas of 2012 and the Holidays surrounding Christmas marked the start of pre-marketing for the harness racing documentary film "I Am, A Harness Racing Horse." I reached out to many different harness racing publications and harness racing websites requesting their support of this modest first marketing of the preview trailer for "I Am, A Harness Racing Horse" and its associated short Holiday videos.

At this time, I would like to express my sincere thanks to those who supported this pre-marketing and made it possible to have our first public recognition. This letter is being written to all of you whom I consider harness racing leaders and someone who has the potential and the power to make changes in the harness racing industry.

As we know, the harness racing industry is in deep need of new thinking and changes requiring a major commitment to our harness racing horses. The pre-marketing of the harness racing documentary film "I Am, A Harness Racing Horse" and its partner videos received good support by the harness racing industry and tremendous support by those who actively promoted the presentation of the preview trailer for "I Am, A Harness Racing Horse" and the related videos.

As a producer, this support made me appreciative towards the harness racing industry.

### **Welcome Recognition for "I Am, a Harness Racing Horse"**

The television harness racing documentary film "I Am, A Harness Racing Horse" as you know by now has three years of commitment and production behind it, and we are proud to announce that we were Number 1 and Number 2 on some important lists. Following the release of our preview trailer for the harness racing documentary film "I Am, A Harness Racing Horse" and Happy Holidays from "I Am, A Harness Racing Horse" by *Standardbred Canada* on Christmas Day, during the following week the preview trailer and the Happy Holidays video were:

- Number 1 in Most Emailed Stories in Last 7 Days
- Number 2 in Most Read Stories in Last 7 Days
- Number 2 in Most Commented Stories in Last 7 Days

The number of viewers who have watched the preview trailer and accompanying Holiday Greetings videos on publication harness racing websites, YouTube and Facebook are all testimony to the fact that showing harness racing in a positive light really will attract and engage a large and diverse public. As of now over 6,800 people have watched professional, well-produced, well-filmed and engaging introductions to the harness racing documentary film "I Am, A Harness Racing Horse."

Below, we are introducing to you the films themselves and the number of viewers. If you did not post any of these productions for Christmas and/or New Years, we would really appreciate it if you posted them now. We understand that the Holiday Season of 2012 is over, but these films can still be posted on your site as the content for "Click here for film productions about harness racing horses and the sport of harness racing."

## **A Special Harness Racing Website Place for Films**

Make a special place on your harness racing website where you can post all professional, well-made film productions about harness racing horses and the sport of harness racing. In this way you will support and provide visibility to the harness racing documentary film "I Am, A Harness Racing Horse," which is in the final stages of production and pre-marketing activity. "I Am, A Harness Racing Horse" believes that it is important that we keep the spirit of Christmas in our hearts throughout 2013 as the harness racing industry deals with the difficulties it is facing in many areas. The Christmas spirit reflects a time of giving, love and support. Please keep the preview trailer for the harness racing documentary film "I Am, A Harness Racing Horse" and its associated short videos on your harness racing website all year.

With this letter I am asking you to start something new: a place on your harness racing websites for film productions, as this is one of the things that harness racing is most in need of at this time. I hope that I am not the only one that will continue the production of harness racing documentaries. Make this a special place on your harness racing website where other film production companies can do the same thing that we are doing.

For example, go to [http://www.bloodhorse.com/horse-racing/videos?utm\\_source=Navigation&utm\\_medium=Links&utm\\_campaign=MainNav](http://www.bloodhorse.com/horse-racing/videos?utm_source=Navigation&utm_medium=Links&utm_campaign=MainNav) where you can see what the Thoroughbred industry is doing in the way of professional film and video productions. And look at HRTV [www.hrtv.com](http://www.hrtv.com) where you can pull up all of their old shows. And also look at my harness racing website [www.MTphoto.com](http://www.MTphoto.com), where I have links to other television production companies, harness racing films, movies and documentary productions.

Establishing this special place on your harness racing website for harness racing documentary films is an important part of beginning to better market the many appealing aspects of harness racing horses and the sport of harness racing. This is not just for my film but for us to keep up with the other equine sports and equine television stations.

As you know from my previous letters and conversations with you, in my opinion the best possible way to educate the general public about anything is to be on national television. And this means having harness racing documentaries on television every day of every week throughout the year. Repetition is how we learn, and what I am asking you to do is support my thoughts and to keep these videos live on your harness racing websites, because the more times they are viewed, the better their messages are understood.

### **Welcome Numbers of Viewers**

Below are the numbers of viewers on YouTube as of today and these numbers would not have been possible without the support from the harness racing publication harness racing websites and individuals to whom we will send our profound thanks later in this letter.

#### **Preview trailer of the harness racing documentary film "I Am, A Harness Racing Horse"**

**3984 viewers from 30 different countries around the world**

Please [click here](#) ONCE to view the 2 minute-12 second film.



**Happy Holidays from "I Am, A Harness Racing Horse"  
2423 viewers for 38 different countries around the world**

A short film "I Am, A Harness Racing Horse" Christmas gram.  
Let the echo of Harness Racing Horses' spirit flow through your harness racing websites.

Please [click here](#) ONCE to view the 3 minute-36 second film.



**Merry Christmas from Harness Racing Horse "Carribbean Paradise"**

**287 viewers from 15 different countries around the world**

A Merry Christmas greeting from the harness racing horse Carribbean Paradise, who really likes Christmas a lot!

Please [click here](#) ONCE to view the 12-second film.



### **A Very, Very Merry Christmas from Monica Thors Feline Division**

**199 viewers from 9 different countries around the world**

Dedicated to all cats that live on Harness Racing farms and Harness Racing tracks.

Please [click here](#) ONCE to view the 48-second film.



The above harness racing productions focus on positive messages and on the harness racing horse itself by presenting to the public colorful, clear, interesting, well-produced and well-filmed moments of a harness racing horse's life from the stable to the racetrack.

### **A New Way of Thinking**

These films, all of which I hope you have been watching, focus only on the harness racing horse itself. They do not focus on a racetrack; they do not focus on betting; they do not focus on getting involved in harness racing under any pressure to do anything. They focus on the harness racing horse's ability to attract and engage people simply by virtue of what it is and the many aspects of its remarkable character and what it does. Positive images surround the harness racing horse: care, training, versatility, proud history, legend, educational, emotional, exciting, forward looking, triumphant, award-winning, professionalism, expertise, youth,

amateurs and women. These are the attributes demonstrated in our films, and at this point the public is responding positively, which is our primary goal.

### **Thanks to All Who Made it Possible**

Within this framework of a positive new vision of harness racing horses and the sport of harness racing, I want to thank the supporters who helped us with distribution on Christmas Day and before:

Allan Schott, a harness racing blogger since 2009 with *View From the Racetrack Grandstand* and also a former Standardbred pacer owner who follows racing as a fan and is a supporter of Horse Rescue United, gave the preview trailer for the harness racing documentary film "I Am, A Harness Racing Horse," Merry Christmas from Harness Racing Horse "Caribbean Paradise," and Monica Thors Feline Division Wishes You a Merry Christmas great coverage on December 23, 2012, <http://viewfromthegrandstand.blogspot.com/2012/12/merry-christmas-from-i-am-harness.html>.

For that we send our sincere thanks, as this was the first posting from my letters requesting support. And on December 25, 2012, Christmas Day, Allan gave us another wonderful Christmas gift by posting Happy Holidays from "I Am, A Harness Racing Horse" on his harness racing website. <http://viewfromthegrandstand.blogspot.com/2012/12/merry-christmas.html>

We also want to say a sincere "Thank you" to Allan for keeping a space on his site for Coming Soon: The harness racing documentary film "I Am, A Harness Racing Horse."

John Curtin, founder and owner, with assistance from Lenny Calderon, at *Harnesslink*, which was founded in 2002 to bring together the harness racing community online with racing news from Australia, Canada, New Zealand and the USA, deserves special thanks and much appreciation for the time spent with me over Christmas working to get complete coverage of the harness racing documentary film preview trailer "I Am, A Harness Racing Horse," the accompanying 2012 year-end letter and Merry Christmas from Harness Racing Horse "Caribbean Paradise" on December 25, 2012, Christmas Day. [www.harnesslink.com/www/Article.cgi?ID=102714](http://www.harnesslink.com/www/Article.cgi?ID=102714)

We also want to say "Thank you" again to *Harnesslink* and John Curtin and Lenny Calderon for more coverage when they posted Happy Holidays from "I Am, A Harness Racing Horse" and Monica Thors Feline Division Wishes you a Merry Christmas on December 26, 2012, the day after Christmas. [www.harnesslink.com/www/Article.cgi?ID=102723](http://www.harnesslink.com/www/Article.cgi?ID=102723).

And even more thanks and appreciation to them since on January 6, 2013, *Harnesslink* published Happy New Year 2013 from "I Am, A Harness Racing Horse" and the media letter that accompanied it. [www.harnesslink.com/www/Article.cgi?ID=102815](http://www.harnesslink.com/www/Article.cgi?ID=102815)

Our sincere thanks and appreciation also go to John Gallinger, President and CEO, Darryl Kaplan, Manager and Editor of *Trot* magazine, and Jeff Porchak, Web Director, at Standardbred Canada, which was formed in 1998 as a result of the amalgamation of the breed's two national organizations, The Canadian Trotting Association, formed in 1939, and The Canadian Standardbred Horse Society, formed in 1909, with an active harness racing

website since 2000, and is the organization whose mandate is to supervise, record, store and distribute information on all registered Standardbreds and to promote harness racing in Canada and beyond.

And thanks also to all of the people at Standardbred Canada who worked with us over the Christmas Holiday. They were very enthusiastic and positive in their comments about posting the preview trailer for the harness racing documentary film "I Am, A Harness racing Horse," the key messages of the film itself and the much-needed new thinking on how to market the harness racing horse and the sport of harness racing. The Standardbred Canada posting also included the short film Happy Holidays from "I Am, A Harness Racing Horse."

Our thanks to Standardbred Canada also for supporting our thoughts on the necessity for positive, well-produced and different Christmas greetings that are so necessary in our harness racing sport at this time.

[www.standardbredcanada.ca/news/12-25-12/harness-racing-documentary-trailer.html](http://www.standardbredcanada.ca/news/12-25-12/harness-racing-documentary-trailer.html)

Ed Evans, President of National Harness Racing Company and Site Administrator of National Harness Racing Network, which he founded to promote harness racing by bringing together harness racing professionals and harness racing fans in an effort to foster collaboration that helps fuel the future growth of harness racing, gave us enthusiastic and complete coverage of all of the films. The National Harness Racing Network harness racing website, which went live in January, 2012, posted Merry Christmas from Harness Racing Horse "Caribbean Paradise," the harness racing documentary film preview trailer "I Am, A Harness Racing Horse," Happy Holidays from "I Am, A Harness Racing Horse" and Monica Thors Feline Division Wishes You a Merry Christmas.

And much gratitude to Ed, who also manages Smith Farmstead, a Standardbred breeding farm, for keeping the Christmas spirit going on his harness racing website by continuing to show the Merry Christmas and Happy Holiday greetings as well as the harness racing documentary film preview trailer "I Am, A Harness Racing Horse" on the front page of his harness racing website. [www.harnessracingnet.com](http://www.harnessracingnet.com).

### **More Important Thanks**

Also sincere thanks and appreciation to the following harness racing websites and individuals that followed up after Christmas:

Dan Leary, Director of Communications, at the US Trotting Association, which is the official national governing body of the Standardbred industry in the United States and whose informative harness racing website has been online since early 1996, did a great job of posting the preview trailer for "I Am, A Harness Racing Horse" and a link to the other Holiday films on *USTA News*

<http://xwebapp.ustrotting.com/absolutenm/templates/article.aspx?articleid=51719&zoneid=1>

Dana Letual, Business Administrator, and Jennifer Nagle, Horse Adoption Coordinator, of The Standardbred Retirement Foundation posted Happy Holidays from "I Am, A Harness Racing Horse" on their Facebook page, which drew many excellent comments and created even broader awareness of the harness racing documentary film "I Am, A Harness Racing Horse." Production of the harness racing documentary film "I Am, A Harness Racing Horse"

includes supporting and marketing the Standardbred Retirement Foundation and the versatility of the harness racing horse in its message.

The Standardbred Retirement Foundation was created 1989 to care for, rehabilitate and secure lifetime adoption of harness racing horses. The organization combines the needs of youth at risk with these horses in therapeutic equine programs to benefit both the horses and the youths. The Standardbred Retirement Foundation and other organizations like it are an important part of the harness racing industry. In my opinion, their substantial support by the harness racing industry is a necessity if the harness racing industry is to survive and grow.

Since going online in 2005, its informative website, [www.adoptahorse.org](http://www.adoptahorse.org), has been a reliable source of information about the retirement and adoption of Standardbred harness racing horses. And if you have read my previous letters to harness racing leaders you know how I continually stress the importance of the creation of an organization similar to the Thoroughbred Aftercare Alliance for a Standardbred Harness Horse Aftercare Alliance. [www.facebook.com/pages/Standardbred-Retirement-Foundation/135624493378](https://www.facebook.com/pages/Standardbred-Retirement-Foundation/135624493378)

Christoph Schork, owner/manager of Equiflex Horseshoes and the Global Endurance Training Center, with an informative website since 2002 and dedicated to providing education to all equestrians, riders and equine professionals and amateurs to gain the utmost in knowledge and skills for fulfilled enjoyment of their sport and passion, while keeping their horses sound, healthy and happy, made sure Equiflex Horseshoes' company page on Facebook gave the trailer prominent coverage. [www.facebook.com/EquiflexHorseshoes](https://www.facebook.com/EquiflexHorseshoes). And also congratulations to Christoph for continuing to hold the world record for his 241 First Place finishes in endurance races.

The Monica Thors Harness Racing Stable also wants to thank him, as all of the horses in the Monica Harness Racing Stable and one Thoroughbred proudly wear Equiflex horseshoes.

Many thanks also to Chaplain Lee Alphen of The Christian Harness Horsemen's Association, which was established in 1983 to serve Jesus Christ in harness racing and provides much useful information about harness racing and it's people and horses, has been an enthusiastic supporter since first seeing the harness racing documentary film preview trailer for "I Am, A Harness Racing Horse" at the Standardbred Horse Sales Company annual sale at Harrisburg in November, 2012. She was the first person to give us 4-color coverage in a harness racing publication, the back page of her November, 2012 newsletter. [www.chha.net/newsletters/november12newsletter.pdf](http://www.chha.net/newsletters/november12newsletter.pdf)

We also thank Chaplain Lee for supporting us by keeping the preview trailer for the harness racing documentary film "I Am, A Harness Racing Horse" on the front page of the CHHA website, established in 2010 [www.chha.net](http://www.chha.net), and for continuing to promote the growth of awareness for the harness racing horse and the sport of harness racing.

On the deepest level of gratitude special thanks go to Hanne E. Lynne [shockwave-sound.com](http://shockwave-sound.com), our webmaster, for her fantastic work in supporting [MTphoto.com](http://MTphoto.com) for the last 10 years. Hanne has been part of building MTphoto.com, which is a presentation of world-famous harness racing from my photography over the last 20 years. As a matter of fact she merits even more respect and gratitude, as MTphoto.com would not exist today had it not been for her support and encouragement in the 1990s.

Thank you to Hanne E. Lynne and MTphoto.com for posting all of the trailers that were published on December 25, 2012. MTphoto.com is keeping the harness racing documentary preview trailer for "I Am, A Harness Racing Horse" and its accompanying videos on its home page [www.MTphoto.com](http://www.MTphoto.com).

You can also see the debut of the harness racing documentary film preview trailer for "I Am, a Harness Racing Horse" on CNNiReport <http://ireport.cnn.com/docs/DOC-904179>, We will be continuing to post new trailers on CNNiReport, YouTube and Facebook.

As part of the pre-marketing of the harness racing documentary film "I Am, A Harness Racing Horse," I have a Facebook page [www.facebook.com/#!/monica.thors?fref=ts](http://www.facebook.com/#!/monica.thors?fref=ts) where I answer any questions that people have about the harness racing documentary film "I Am, A Harness Racing Horse" or its companion trailers.

I particularly want to thank and recognize the excellent work done by the production crew of the harness racing documentary film "I Am, A Harness Racing Horse" and their commitment to the ideals and quality of this harness racing film production:

David Newton Dunn, [www.newtondunn.com](http://www.newtondunn.com), principal editor and videographer; Paul Carmine, [www.minecarfilms.com](http://www.minecarfilms.com), lead videographer and co-host; Ken Warkentin, <http://www.kenvoice.com>, principal host and announcer and TV host at the Meadowlands Racetrack; and Jim Salter [www.businesswriter.us](http://www.businesswriter.us), script writer, production coordinator and the person who is responsible for ensuring that all of the letters I write are understandable, in correct English and as polite as possible.

Each of them has worked tirelessly to ensure that the harness racing documentary film "I Am, A Harness Racing Horse" consistently reflects the quality, content and messages that will help us restore harness racing horses and the sport of harness racing to the recognition and prestige they so richly deserve.

All in all, thank you. This has been a welcome and exciting acceptance and expansion of public awareness of the harness racing documentary film "I Am, A Harness Racing Horse" and what it stands for. Now I and our production team-- cameramen, script writers, editors, host and our cast of harness racing horses, one Thoroughbred and one harness racing goat Billy-- can move forward with even greater enthusiasm and commitment to finish the production of the harness racing documentary film "I Am, A Harness Racing Horse" and continue pursuing our vision that is summed up in the following sentences:

- Respect and compassion for the versatile harness racing horse;
- Understanding of the new thinking of marketing of the harness racing horse and the sport of harness racing;
- The commitment to educate the United States of America and its people about the harness racing horse and the sport of harness racing;
- The majestic history of the harness racing horse and the sport of harness racing;
- The need for the community of harness racing to allow deeper thinking and focus; and
- A new vision of the sport of harness racing.

Thanks to each and every one of you that were part of supporting and promoting the harness racing documentary film "I Am, A Harness Racing Horse," Merry Christmas from the

Harness Racing Horse “Carribeau Paradise,” Happy Holidays from “I Am, A Harness Racing Horse” and Monica Thors Feline Division Wishes You a Merry Christmas.

Sincerely,  
**Monica Thors**

P.S. If you did not believe Harness Racing Horses and Thoroughbreds can watch television, look at these pictures very closely. These Harness Racing horses, one Thoroughbred and one Harness Racing Goat Billy very proudly looked at themselves being star performers in the Happy Holidays from the Harness Racing documentary film “I Am, A Harness Racing Horse” Christmas short film.

