



Media & Public Relations
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FOR IMMEDIATE RELEASE:

WorldWide Slide Debuts in March

Pro Management, Inc. of Byars, Oklahoma, is launching WorldWide Slide, in late March! WorldWide Slide is a bi-weekly E-newsletter that will be delivered absolutely FREE via email, on Wednesday mornings. Totally devoted to the reining industry, it will include results, upcoming events, and industry information in an easy-to-read newsletter format.

This is important to the industry participants - trainers, riders, breeders and fans - who want the latest information delivered to their email inbox absolutely FREE. It is also great news for equine and mainstream media seeking up-to-date, already formatted news and results.

WorldWide Slide will deliver timely, relevant and professionally-crafted reining industry results to the people and businesses who need it most. Cheryl (Magoteaux) Cody, President of Pro Management, Inc., explained, "Reining has truly become a global event, and with WorldWide Slide, we have created a media vehicle to offer up-to-date results and news from around the planet. Often, in the past, reining events of major importance would take place, in Europe, for example, but it would be weeks later before the rest of the world could know the results. Likewise for people overseas getting news from the United States!"

The goal of WorldWide Slide is to deliver the most timely, relevant and professionally crafted reining industry results to the people and businesses who want it most. Cody explained, "Having long been involved in equine PR and media, we know how hard it can be to get this type information. There are few shows with a full-time media staff to send news and results out quickly at the conclusion of the show. We hope to help the media get the latest news from events worldwide, and we hope to help worldwide events get more exposure and recognition."

For decades, Pro Management, Inc., of Byars, Oklahoma, has been the leading public relations and management company for the reining industry. Not only does Pro M handle day-to-day operations and publicity for the National Reining Breeders Classic, the Tulsa Reining Classic and the Southwest Reining Horse Association and Futurity, it has also managed or provided publicity for the National Reining Horse Association, the National Reined Cow Horse Association, and the United States Equestrian Team Reining Championships, to name a few.

Pro M also produced the highly acclaimed and highest Neilson Rated equine show on RFD-TV at the time, *Wide World of Horses*. Throughout the years, Pro M has worked with the giants in the equine industry and Cody is an award-winning writer and photographer, known for her enduring photos of stallions like Hollywood Dun It and most recently for authoring Western Horseman-published books with both Charmayne James and Dick Pieper.

Archived issues will be viewable on the web site at www.WorldWideSlide.com. For information on WorldWide Slide or to sign up to receive it free, visit www.worldwideslide.com.

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