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### **The Horse Education Company Announces Partnership with Champion Barrel Racer Brittany Pozzi-Tonozzi**

Columbus, Ohio—December 8, 2023: The Horse Education Company, a pioneer in equine training tools and the creator of the revolutionary Hybrid Halter®, is thrilled to announce a new partnership with world-renowned barrel racer Brittany Pozzi-Tonozzi. This collaboration is set to elevate the performance of equine athletes through The Horse Education Company's innovative products, which are known for their class, effectiveness, and durability.

"I'm excited about partnering with Horse Education. These are my absolute favorite halters because they are classy but effective. I love having the rope nose—these barrel horses can get to be a little bit much sometimes. So, it's nice to have the extra control. But then you have the beautiful nameplate, the classy leather that makes it so eye-appealing," Brittany said. She continued, "My second favorite thing is the lead ropes. The lead ropes are amazing because they last forever and seem to be indestructible. I have been using these halters for about six years now. I had one on Katniss and I've had one on a lot of horses throughout the years. I'm excited to have all my horses outfitted in Horse Education."

The Horse Education Company's commitment to quality and excellence mirrors Brittany's dedication to the sport of barrel racing. With numerous championships under her belt, Brittany's eye for performance-enhancing equipment makes her endorsement an honor for the company.

Sara Johnson, founder of The Horse Education Company, expressed her enthusiasm for the partnership, "Working with an athlete of Brittany's caliber is an extraordinary opportunity for us. Our products are designed to meet the highest standards of performance and safety, and there's no better endorsement than seeing them used by a well-rounded horsewoman like Brittany."

This partnership is a testament to The Horse Education Company's mission to provide trainers and riders with superior tools that bring out the best in their horses. Both the Horse Education Company and Brittany look forward to a fruitful collaboration that will continue to push the boundaries of innovation and excellence in the equine industry.

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#### About The Horse Education Company:

Established in 2013, Horse Education Company (HEC) offers a range of luxury leather halters, including our patented design, the Hybrid Halter®. HEC's wider mission is to amplify examples of compassionate and effective horsemanship across sports and inspire others to succeed with an empathic horse-centered approach where the horse is seen as an individual with his own unique learning style. To learn more, visit [www.horseeducation.com](http://www.horseeducation.com).

#### About Brittany Pozzi-Tonozzi:

Brittany Pozzi-Tonozzi is a 17-time Wrangler National Finals Rodeo qualifier. As only the third barrel racer in history to surpass \$3 million in career earnings, her accomplishments include two world championships, two Wrangler NFR barrel racing averages, victories at the Ram National Circuit Finals Rodeo, and countless futurity wins. Brittany, who resides in Lampasas, Texas, with her husband and NFR team roper Garrett and daughter Tinlee, also runs a successful horse breeding business and Conquer Equine Rehab and Fitness.