



Boehringer Ingelheim and Detroit Horse Power Announce Education Partnership

Animal Pharmaceutical Company to Provide Speakers, Resources



High-res image available upon request.

DULUTH, Ga. (MAY 21, 2024) — The U.S. equine division of Boehringer Ingelheim today announced a partnership with Detroit Horse Power to expand the non-profit's existing programming in the areas of horse health and equine industry careers. The initial announcement was shared during the American Horse Publications Equine Media Conference in Lexington, Kentucky, on Friday, May 17.

Through riding and caring for horses in a safe and enriching space, Detroit Horse Power provides under-resourced youth with opportunities to learn valuable lessons about perseverance, empathy, responsible risk-taking, confidence and self-control. Founded in 2015, the organization has brought over 500 Detroit youth to partner horse barns outside the city for free summer horse camps and an after-school program.

As part of the agreement, Boehringer becomes the Official Education Partner of Detroit Horse Power and will provide speakers, resources and other educational materials to the non-profit organization.

"We are thrilled to be working with Detroit Horse Power to help share our team's expertise in equine health and careers," said Dwana Neal, Director of Equine Marketing, Boehringer. "For centuries, horses have captured the hearts and imaginations of people around the globe, and bringing that experience to the youth of Detroit is something we are very proud to participate in. It is well documented that horses provide great benefit to people, emotionally, mentally and physically."

“Besides the benefits to the youth, this partnership is an investment in the future of the equine industry as we will be exposing young people to career options they may not have considered,” she added.

While the equine program is the focus of Detroit Horse Power, the organization is also helping revitalize an area of downtown Detroit. Currently in the midst of a capital campaign, Detroit Horse Power will use the funds raised to build the largest urban equine facility in the country, and expects to break ground in 2024.

“The addition of Boehringer as a partner is really exciting for us,” said Ciara Ginyard, Development Director, Detroit Horse Power. “We believe in exposing our program participants to everything that comes with owning and working with horses—not just riding—so, we’re excited for them. The addition of Boehringer as a partner strengthens our existing curriculum and helps us deliver a more comprehensive experience to our participants.”

For more information about Boehringer, visit theartofhorse.com.

For more information about Detroit Horse Power, visit detroithorsepower.org.

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About Boehringer Ingelheim

Boehringer Ingelheim provides innovation for preventing and treating diseases in animals. The company offers a wide range of vaccines, parasite-control products, and medicines for pets, horses, and livestock to veterinarians, animal owners, farmers, and governments. As a leader in animal health, Boehringer Ingelheim values that the health of humans and animals is deeply connected and strives to make a difference for people, animals, and society. Learn more at www.bi-animalhealth.com

About Detroit Horse Power

Detroit Horse Power’s vision is to give under-resourced youth an enriching space that furthers their future development. Horses teach children critical traits, including perseverance, empathy, responsible risk-taking, confidence and self-control.

In 2015, Detroit Horse Power incorporated as a 501(c)(3) nonprofit and launched two pilot summer camps serving 18 youth. Since then, Detroit Horse Power has brought over 500 youth to partner horse barns outside the city for free summer horse camps and an after-school program. Detroit Horse Power is now preparing to transform a 14-acre demolished Detroit school property into the largest urban equestrian education center in the United States, which will expand its innovative youth programs and turn vacant land into a community asset.

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