



For Release: September 14th, 2009

Well-A-Way Farm Raises \$14,000 for Brain Tumor Awareness & Research

Sept. 12th, 2009 - Simsbury, CT – Well-A-Way Farm hosted an evening of community, inspiration and fundraising, with a successful horse exhibition and tent event in support of the Connecticut Brain Tumor Alliance (CTBTA).

The event opened its doors at 5:00pm; taking place under a white tent garnished with white lights, flowers and beautiful fall décor overlooking Well-a-Way's rustic horse barns and rolling green grounds. Over 150 people were treated to appetizers, desserts and beverages donated by local establishments, while being entertained by solo cellist Meredith Keen, 15, also a rider at Well-A-Way farm, accompanied by her mother, pianist Brenda Keene. A silent and live auction, featured dozens of quality gifts, graciously donated by local vendors, shops and restaurants.

As the festivities began, a member of the CTBTA Medical Advisory board, Aviva Asnis-Alabozek, PAC spoke to the crowd about the importance of spreading awareness and also shared exciting news of medical hope for brain tumor patients.

The horse exhibition kicked off with a touching tribute ride by 11 year-old Hayley Selvage-Mairano. Hayley dedicated her pony demonstration to her "Nana", who was diagnosed with a brain tumor in 2004, and passed away 10 months later. There wasn't a dry-eye in the house as Hayley rode to a rendition of The Beatles song, "Let it Be".

The entertainment continued with a bold jumping demonstration by Well-A-Way's top male rider, Austin Dowd and his impressive German Warmblood, "Michaelangelo". The pair dazzled the crowd by jumping a series of 3' to 4' jumps set in a course filled with daring twists and turns.

An 'equine ballet' of sorts then took the stage, first with a Dressage demonstration in which 16 year-old rider Kayla August masterfully harmonized with her horse "Lyric", followed by a "Pas De Deux" – French for "Step in Two" – where two horses, ridden by Meredith Keene, 15, and Laura Haynes, 15, glided side-by-side in perfect formation, in a choreographed routine, set to symphony music. Meredith and Laura dedicated their performance to their Grandmothers – both who have passed away from Cancer.

The Grand Finale starred four Well-A-Way riders, Sarah Pederson, 13, Hayley Selvage-Mairano, 11, Amy Franklin, 14, Brianna Cassidy, 12, in a "Quad Drill". Liz Herbert, WAWF assistant manager and instructor, carefully choreographed the routine in

which all four riders work as a team to execute precise and tricky maneuvers while remaining in formation. The riders chose to dedicate the finale to a fellow rider whose father is currently battling Cancer.

By the end of the evening, after a rigorous bidding, over **\$14,000** was raised. The funds have been earmarked, by the CTBTA, to go to the Children's Brain Tumor Foundation. Food and beverages were kindly donated by: Apricots, Au Bon Pain, Bricco/Grants, Crazy Bruce Liquors, Margaritas, Naples Pizza, Ten Penny Ale and Kevin McGill. The event was generously sponsored by ESC, Environmental Systems Corporation with additional support provided by PMI, and Folly Farm LLC.

About the Connecticut Brain Tumor Alliance

The CTBTA is made up of nine individuals whose lives were changed when either they or someone they loved were diagnosed with a brain tumor. The National Cancer Institute estimates 22,080 new cases from brain and other nervous system tumors in the United States in 2009¹. The CTBTA believes a focus is needed on improving the quality of life for patients, survivors and their families – and also on accelerating the discovery of new treatments and cures for this debilitating and often fatal disease. The CTBTA is a 501 (c) (3) not-for-profit organization whose mission is to (a) raise awareness of brain tumors, (b) provide hope and support for others living with brain tumors, and (c) raise money to support and advocate advanced research. For more information visit www.CTBTA.org

¹ <http://www.cancer.gov/cancertopics/types/brain/>

About Well-A-Way Farm:

Well-A-Way is a Hunter/Jumper/Equitation training facility nestled at the base of Simsbury Mountain at 120 Terry's Plain Road in Simsbury, CT. The farm was purchased by Head Trainer, Michele Goodrich, and began operation on January 12, 2005. At the time of purchase, the farm was vacant and in desperate need of repair. Goodrich and her staff have since cleared acres and acres of overgrown fields, replaced hundreds of feet of fencing and restored two barns. Well-A-Way riders successfully compete against the country's best equitation riders both locally and nationally. For more information on Well-A-Way Farm call: 860-651-7284 or visit us at www.wellawayfarmct.com

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