

**FOR IMMEDIATE RELEASE**  
**March 21, 2011**

**CONTACT: Kim Smith at (502) 807-6069**  
**or e-mail [secondstride@insightbb.com](mailto:secondstride@insightbb.com)**

## **SECOND STRIDE ACCEPTED INTO GOOGLE GRANTS** **PROGRAM**

CRESTWOOD, Ky. — Second Stride has been accepted into Google Grants, a Google donation program awarding free advertising to select charitable organizations.

The Google Grants program is part of Google for Nonprofits, Google's product offering for the nonprofit sector. The Google Grants program supports organizations sharing its "philosophy of community service to help the world in areas such as science and technology, education, global public health, the environment, youth advocacy, and the arts."

Second Stride provides professional rehabilitation, retraining and placement of retired thoroughbred racehorses with a goal of ensuring a healthy and productive life after the racetrack.

Nonprofits in Google Grants get free AdWords advertising. AdWords ads appear when a search term is typed into Google, and when the ad is clicked, users are sent to the nonprofit's Web site. The ads appear based on keywords typed in during a user's search that are related to the nonprofit. The ads are located next to the search results on the right.

Nonprofits can review the performance statistics of their ads from their AdWords accounts, such as number of times the ad was viewed.

The free advertising will help match horses needing homes with potential adopters.

"We are excited to be chosen as a part of the Google Grants Program. The expanded use of this social media will greatly broaden our networking base," said Kim Smith, founder and executive director of Second Stride. "We look forward to reaching our goal of doubling our equine adoption numbers in 2011, and feel this generous program will help us in attaining that goal through reaching even more potential adopters."

### **About Second Stride**

Based in Crestwood, Ky., Second Stride is a 501(c)(3) nonprofit providing professional rehabilitation, retraining and placement of retired thoroughbred racehorses with a goal of ensuring healthy and productive lives after the track. It relies solely on donations such as the grant from the Tony Steward Foundation to continue its work, and is the only nonprofit for retired thoroughbreds operating in the Louisville area.

With thousands of racehorses born in the United States each year, it is important for them to have a place to go after they leave the track. The way former racehorses are handled and trained their first few months away from the track can influence the opportunities they have for the rest of their lives. Second Stride specializes in giving ex-racehorses the proper care and quality training they need to succeed in something new.

Former Second Stride horses are now competing in dressage, eventing and polo, and are working as search and rescue horses, ranch cutting horses, lesson horses and trail and pleasure horses. Just as those horses have been helped, many people have benefited by having a great new companion.

Efforts are made to ensure each Second Stride horse and its new owner are a good match, and the owner's intended use for the horse suits its health and capabilities. Adopters are thoroughly screened, and Second Stride follows up to ensure horses are continuing to receive quality care.

Second Stride also works with racehorse owners and trainers and other groups to educate people about the needs of retired racehorses. Program horses have competed in shows while in retraining and appeared at other events to showcase the potential of retired racehorses.

Second Stride's training facility is in Prospect, and it currently is in the process of completing infrastructure on a 103-acre location in Henry County, Ky., to help house more horses at one time in a comfortable environment for their transition from the track to a new career.

For more information on Second Stride, and to see horses currently up for adoption, visit [www.secondstride.org](http://www.secondstride.org).

*Second Stride follows American Association of Equine Practitioners guidelines on ethical care for horses.*

###

**Second Stride Board of Directors:** Kim Smith, founder & executive director; Kathy Stim, vice president; Laura Forbes CPA, ESQ, treasurer; Jean Amick, secretary; Tiffany Meredith; Joan Thompson; and Jim Asseff.