The World Famous Equicizer[®] Information Guide



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What is the Equicizer?

The Equicizer is a safe, beautifully hand-crafted non-motorized mechanical horse that can be used anywhere by almost anyone. Built with extreme quality and durability, this is the only novelty piece of exercise equipment that you may feel the desire to call by name, pat on the neck or even hug! Each Equicizer is hand-crafted from high quality wood, custom steel components and other durable materials and hardware made in the U.S.A.

Developed in 1982 by retired, Eclipse Award-winning jockey, Frank Lovato, Jr., the Equicizer was originally designed by Frankie to rehabilitate from a badly fractured leg sustained in a racing accident. Once word got out about this "wooden horse" Frankie began building them for fellow jockeys and it was used extensively in the close up scenes of the 2004 movie "Seabiscuit." It didn't take long before the Equicizer was being requested by equestrians of all levels and disciplines (including those who've never ridden a real horse!). The Equicizer is now recognized worldwide and has reached 27 countries so far. Frankie personally builds each horse out of his shop in Norwalk, Ohio.

How does the Equicizer work?

There is nothing to plug in or turn on and the Equicizer is virtually maintenance free! The Equicizer has a spring balanced mechanism that is easily activated and controlled by the rider's level of effort and fitness. The motion is created and maintained by the rider's seat, legs, and/or arms. When in motion, the Equicizer simulates a real horse's movement, allowing riders to exercise, stretch and practice technique and improve body posture and positioning, fitness and confidence in a safe, controlled manner.

The secret to this mechanical horse's ability to improve your strength, balance and coordination is that you, the rider, make it go! The motion is initiated entirely by the rider with the intensity of the movement dependent upon the rider's effort, strength and ability. If the Equicizer is being used for therapeutic purposes and the rider may be fully or partially immobile, the movement can also be created by a therapist or assistant. In many cases for riders who start immobile, they actually develop the strength, coordination and ability to make the Equicizer move on their own and the feeling of satisfaction for them is beyond motivating and inspiring!

The Equicizer allows you to improve your position, suppleness, flexibility, core strength and fitness, while doing 'perfect practice' in your tack room, therapy center or the comfort of your own home. Use any standard size saddle, with or without stirrups, or ride bareback.

Who uses the Equicizer?

Our customers range from intense professional Equine Athletes to those with disabilities, novices, and those who may have never ridden a horse in their lives. In short, the Equicizer[™] can be used by anyone.

It has been used by riders for styles as varied as Dressage, Hunting/Jumping, Western Pleasure, Endurance, Vaulting, Polo, and Racing, and also for training by riding instructors, for film making and special effects, and in private homes. It has been used for weight loss, by rehabilitation centers, in therapeutic riding programs, for Hippotherapy, Massage Therapy, general exercise, and for just plain fun!

Is the Equicizer for you or your program?

How you or your program can benefit from the Equicizer...

Therapeutic riding programs and centers throughout North America have been utilizing the Equicizer as a powerful tool.

The Equicizer offers fun, alternative ways of conducting therapeutic exercises for children and adults with disabilities. They're currently being used in private homes, hippotherapy centers, rehabilitation facilities, youth outreach centers, and recreational & therapeutic horseback riding programs. The Equicizer offers a nice, soothing low impact core exercise and has helped improve the lives of those with physical, mental and emotional challenges.

It has been a proven therapeutic aid for those suffering from arthritis, cerebral palsy, muscular dystrophy, multiple sclerosis, fibromyalgia, spinal cord injury, head trauma, paralysis, amputation, and stroke. It has also been a useful tool for those with emotional & learning disabilities from autism to down syndrome.

The Equicizer is warm and friendly in appearance, yet built incredibly strong. It has proven to be a great source of motivational exercise, even for those who may be bound to a wheelchair where standard exercise equipment cannot be used. The motion is easily generated by the rider or helper and is great for circulation and stimulation of the spine. Exercises beyond the typical horseback riding positions can be applied with stretching, strengthening and balancing in a safe, controlled manner.

How the Equicizer can be used

Interested in purchasing an Equicizer but unsure just how to implement it into your program? No problem! The Equicizer has many uses. Many programs use their Equicizer when performing rider evaluations and to stretch and warm students up prior to lessons on real horses. The Equicizer allows programs to continue to give lessons even when the weather is an issue and an indoor arena is not available and throughout the winter months.

The Equicizer is a great tool for goal setting with students as they perform exercises and practice riding aids. The Equicizer is also often used to give lessons to students who cannot ride real horses due to various mental or physical disabilities and it is great for volunteer training as proper mounting, dismounting and emergency techniques can be demonstrated and practiced in a more controlled environment.

Testimonials

"The first day of our spring riding session and we "melded" Bailey (our Equicizer) into the scenario in a couple of different ways—a very autistic rider who is just starting was put on him and reacted outstandingly... Then we used her with 4 & 5 year old speech and language delay riders while they were waiting their turn—super results... we even had three on at once... they spontaneously took turns being in front, back, etc.—promoting a level of teamwork and sharing not observed to date... Bailey has already paid for himself!"

Jack Landolt

Executive Director Sonrisas Therapeutic Riding, Inc San Angelo, Texas

"We had our first rainy day lesson today—and used the Equicizer for both of our evening classes... gave us all a whole new respect for what our living horses tolerate so well! The most touching thing, though, was that every single one of the students went up to the head of the Equicizer after dismounting and either gave him a kiss or a pat on his face... It really was very sweet... I think the instructors had almost as much fun as the kids!"

Gail Clifton

Bradenton, FL

"Peat Moss" Our Equicizer is quite beautiful. I rode him bareback for about 15 minutes and noticed muscles challenged in the following areas: First the thighs, then back of upper arms, forearms, calves, abdominal muscles, then trunk muscles, in that order... I felt the workout in the back of my upper arms... Peat Moss will provide challenges (limited only by our imaginations) to our riders from head to toe... Our therapy horses tend to be tolerant to a fault, but we are always looking for every way possible to protect them and keep them comfortable while they are providing much-needed therapy to the Jamestown New Horizons riders. I can't wait to see the great fun that will be generated by Peat Moss. Thank you both so very much for your worthwhile endeavors."

Bonnie Grueninger, Program Director Florissant, MO

"I have to say that I was a bit skeptical about the Equicizer... but I got to meet *Lilly* (our Equicizer) for the first time the other day, and I was really impressed... it really amazed me how much the motion feels like a real horse... I really think this is going to be a great asset to the riding program. It will be great for days when the unpredictable Texas weather makes riding in the area unsafe... I can also see the great benefit for clients who are unable to mount real horses, either because of physical limitations, or because they may be intimidated by the real animals... it is a spectacular piece of workmanship, and later that day my sore legs can attest to it being a good workout too!"

Eileen

www.flyingfree.org

"We have had such fun with Ed (our Equicizer)!... The slow gentle rocking that we provide, instead of the client, helps to relax the legs and hips and allows the muscles to stretch and lengthen... We can practice mounting and dismounting over and over and over again. This builds such confidence and helps remove fear, so that the actual mount is much smoother. Thank you!"

Julie

www.equinedreams.org

"The Equicizer is helpful because it enables the massage therapist to better understand which muscles are used during horseback riding. They can then be pressed and "worked" as needed, both while the horse is stationary and rocking. I have found it especially helpful to aid in stretching muscles especially abdominal, low back and posterior leg muscles."

Wanda Kaminski, RN & Massage Therapist

Use the QR Code to Read Our Latest Customers Reviews!



Pricing & Purchasing Information



We currently offer 2 different Equicizer models. As our gift to you, all Equicizers used by non-profit organizations will receive a complimentary customized nameplate. Additionally, all our Equicizers come with four locking caster wheels that make it easy to move from one area to another with your choice of rein style – Racing, English, Western or Therapy (Multi-Colored). Our Equicizers are remarkably designed with a mechanical spring suspension system. They are covered in a high quality marine grade carpet that is easy to clean and resists stains as well as many of the harshest elements. Both the Equicizer Elite and Classic measure 76" (approximately 6 and 1/2 feet) long, 22" wide, and 36" from floor to withers (nine hands tall) and weigh approximately 165 lbs. The Equicizer can support up to a 400lb rider(s).

Our Equicizer Elite model comes with a fully hand carved head with a beautiful wood grain finish and detailed with your choice of markings. Available in a variety of colors, matching wooden running boards cover the metal base of our Elite models. The Elite Model also includes a 10 year extended warranty on neck bands and springs. Our Elite Equicizer sells for \$4,395 USD.

Our Equicizer Classic model comes with a smooth finished head (minus the finer details and markings of the Elite) and a metal base. Available in black or brown, the Classic Model comes with a 1 year warranty on the neck bands and springs. Our Classic Equicizer sells for \$3,495 USD.

Shipping Information We offer a \$550 flat rate fee for packaging and shipping anywhere in the continental USA. Customers are welcome to pick-up or make their own arrangements for their Equicizer for no additional fee. For our international customers, please contact us via email at <u>info@equicizer.com</u> and we can work on getting the cost of having an Equicizer shipped to your location anywhere in the world.

Payment Information

We accept the following payment methods:

- Major Credit/Debit Card, PayPal (Can be completed in our <u>online store</u>)
- Check or money order
- Bank wire transfer
- Leasing & financing is available, please visit our website equicizer.com and click on the "Financing" tab located on the top navigation bar for the latest financing options.

Are you a non-profit?

If so, there are many options available to you when seeking funding for your Equicizer purchase. Fundraisers are always an option but how else can you pursue purchasing an Equicizer for your program or organization? Many of our nonprofits seek grants or sponsor(s), or petition local businesses. These are all recognized avenues that can assist you in your goal. The Equicizer offers proven, easily understood benefits when making your case to anyone you reach out to in your quest to raise the funds needed. If you do have a potential sponsor(s) who would like to learn more, they are welcome to contact us directly, through both email at info@equicizer.com or by telephone at 419-663-1472.

Use this QR Code to visit our "For Non-Profits" page!



Learn More



If you would like to learn more about the Equicizer and what we offer, please check out our website at <u>www.equicizer.com</u>. If you have questions or would like to purchase an Equicizer, feel free to contact us at <u>info@equicizer.com</u> or give us a call at 419-663-1472. Also, be sure to check out our social media pages. We look forward to hearing from you!

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Use this QR Code to visit our Equicizer Website!

