



EQUICIZER

For Exercise, Training, & Therapy

(419)-663-1472 • Equicizer.com • Norwalk, Ohio

INFORMATION PACKET FOR THERAPEUTIC RIDING PROGRAMS AND OTHER NON-PROFIT ORGANIZATIONS

This packet is designed to provide information and funding ideas to organizations wishing to obtain an Equicizer for their program. It can be very useful when making presentations to potential sponsor(s) for grant proposals, and for sharing with fellow colleagues, board members, directors and supporters.

Table of Contents

- About the Equicizer
- Using the Equicizer for Learning Activities & Therapies
 - How the Equicizer Works
- How the Equicizer Can Be Implemented Into YOUR Program
 - Testimonials
 - Pricing & Purchasing Info
- Equicizer Funding for Non-Profits
 - Learn More

About 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 Frank to rehabilitate from a badly fractured leg obtained in a racing accident. Once word got out about this “wooden horse”, Frank began building them for fellow jockeys and it was used extensively in the close up scenes of the 2004 movie “Seabiscuit.”



Creator Frank Lovato, Jr.



Triple Crown-winning jockey Victor Espinoza warming up on the Equicizer prior to winning the Belmont Stakes.

It didn't take long before the Equicizer was being requested by equestrians of all levels and disciplines, riding programs, rehabilitation centers, and therapy facilities across the globe.

Using the Equicizer for Learning Activities & Therapies

Hundreds of Equine Assisted Activities/Therapies (EAAT), therapeutic riding and hippotherapy centers across North America, in addition to numerous programs around the world, have been utilizing the Equicizer as a powerful tool for their programs for many years.

The Equicizer can also be found in non-equine related clinical settings such as rehabilitation centers, hospitals, schools for the disabled, youth outreach programs, and private homes. The Equicizer offers fun,

alternative ways of conducting therapeutic exercises, strategies, and therapies for children and adults with disabilities. Offering a safe, unique, soothing, and low impact core exercise not



Warm up and stretching exercises prior to a mounted lesson make for a more effective lesson for student and volunteers.

found in any other devices, the Equicizer has helped improve the lives of those with physical, mental and emotional challenges.



Great for indoor activities, therapies and sensory rooms

The Equicizer has been used as a therapeutic aid for those suffering from a variety of physical conditions such as arthritis, cerebral palsy, muscular dystrophy, multiple sclerosis, osteoporosis, fibromyalgia, spinal cord injury, head trauma, paralysis, amputation, and stroke. It has also been a beneficial tool to a vast spectrum of individuals with emotional & learning disabilities.

How the Equicizer Works



If assistance is needed, the movement of the Equicizer can be generated by placing a hand along the Equicizer's neck.

Riding tandem is also a popular method of using the Equicizer as it can carry more weight than a real horse. The Equicizer can safely carry up to 500 lb. Riding tandem is especially beneficial to riders who need additional support. In many cases, riders will 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!

There is nothing to plug in or turn on and the Equicizer is virtually maintenance free! The very safe non-motorized Equicizer has a spring balanced mechanism that when in motion, moves and has the sensation of riding a real horse. The motion is easily activated and initiated by the rider with the intensity of the movement entirely dependent upon the rider's effort, strength and ability.

Should a rider not have the strength, balance or mobility, the Equicizer's movement can also be helped along by anyone nearby placing their hand on the Equicizer's neck or head and moving it along for them.



Riding tandem is often beneficial to riders who need additional support.

How the Equicizer Can Be Implemented Into YOUR Program

- ✓ **Student Evaluations** –Get a feel for the physical and mental abilities of a student in a safe and controlled environment prior to having them ride a real horse. This allows you to set goals based on their abilities, match the student with volunteers based on personalities, and match the student with a real horse based on your observations.
- ✓ **Creating Alternative Strategies for Developmental Learning & Therapy Goals**– The Equicizer offers fun, motivating, alternative, and innovative ways for teachers, instructors, therapists and staff to create and conduct developmental learning activities and various therapies, thus achieving goals set.
- ✓ **Continuing Lessons**– When the cold or hot weather, or other uncontrollable elements interfere with lessons, use the Equicizer to help keep your program and riders going.



- ✓ **Warm up and stretching exercises**– Safely warm up and stretch your riders prior to a mounted lesson aboard a real horse. This makes the actual mounting process and lesson much more effective and smoother. For the students, this prepares them both physically and mentally, therefore reducing anxiety for the student and volunteers during the mounted lesson.
- ✓ **Build confidence in students** – Use the Equicizer to help riders who are intimidated by a real horse, get over fear and anxiety issues associated with such a large animal.
- ✓ **Riding Instructions**– Teach students and volunteers proper riding position and techniques. Go over and practice lesson plans.

- ✓ **Expand Lesson Potential**- Offer lessons on the Equicizer to students who are unable to ride a real horse due to a mental or physical disability, weight restriction, allergy, or other issue that would prohibit them from riding a real horse.
- ✓ **Volunteer Training** – Demonstrate to your side walkers the various types of holds as well as mounting, dismounting, and emergency dismount procedures, then allow them to practice these techniques so that they are knowledgeable about and comfortable with performing these actions. It’s great for establishing a sense of teamwork and building communication skills between your horse leaders and side walkers.
- ✓ **Marketing Tool**- Since the Equicizer draws so much attention and offers so much fun for everyone, use it as a marketing tool at special events, fundraising efforts, and community education.



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 Bailey 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 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

“Peat Moss [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

www.jnh-goneriding.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

Visit www.equicizer.com to view more testimonials and reviews.

Pricing & Purchasing Info

the "Elite"



the "Classic"



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 of 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 500lb rider(s).

The 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 \$3,995 USD.

The 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 \$2,995 USD.

Shipping Information

We offer a \$450 flat rate fee for packaging and shipping anywhere in the continental USA. For customers in close proximity to our Norwalk, Ohio workshop, customers are welcome to pick-up their Equicizer for no additional fee. For our international customers, please contact us via email at info@equicizer.com 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 (Can be completed in our [online store](#))
- Check or money order
- Bank wire transfer
- Leasing & financing agreements provided by Balboa Capital. This is for businesses such as professional instructors, stables, rehabilitation centers, clinics, hospitals or any business that would like to purchase the Equicizer. (Available for US customers only)
- PayPal's "Bill Me Later" – No payments or interest if paid in full within 6 months (Available for US customers only)

Equicizer Funding for Non-Profits

Showcase your sponsor(s) like never before!



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, sponsors, or petition local businesses. These are all recognized avenues that can assist you in your reaching your goal. Because the Equicizer offers proven and easily

understood benefits to its riders, it is simple to make your case to anyone you reach out to in your quest to raise funds. If you have a potential sponsor(s) who would like to learn more, they are welcome to contact us directly.

As a way to thank your sponsor(s), we will offer you a complimentary customized Equicizer nameplate with your sponsor's name on it, as shown in the pictures. This complimentary nameplate will allow you to showcase your sponsor(s) like never before! Unlike



the traditional methods of thanking a sponsor by a plaque, newsletter, or mentioning them on your website, an Equicizer nameplate is something that will really stand out and be seen to anyone who interacts with the Equicizer for many years to come!

Learn More



If you would like to learn more about the Equicizer and what we offer, please check out our website at www.equicizer.com. If you have questions or would like to purchase an Equicizer, feel free to contact us at info@equicizer.com 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!

