

## FOR IMMEDIATE RELEASE

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## **Gateway Pine Shavings Showcases First Jersey-Made, Eco-Friendly Horse Bedding at Four-Day Jersey Fresh Horse Competition**

**Tabernacle, NJ – April 30, 2010** – Gateway Pine Shavings will showcase its new animal bedding at this year's Jersey Fresh CCI Three-Star and CCI Two-Star Event on Thursday, May 6 through Sunday, May 9 at the Horse Park of New Jersey, located at 626 Route 524 in Allentown, NJ.

Gateway's new eco-friendly shavings will be showcased at the Jersey Fresh CCI Three-Star and CCI Two-Star Event, one of the nation's top equestrian event competitions. The four-day event will feature the country's top horse and rider combinations competing tests in the following categories: dressage, cross-country endurance and show jumping. The event will also feature vendors offering everything from jewelry, clothing and artwork to riding attire, horse equipment and food.

Gateway's new product is specifically made for animal bedding and is not a byproduct. The fresh 'green' shavings are made to order, are naturally low in dust and offer a fresh pine scent. Gateway's shavings are also more absorbent and make the cleaning of livestock pens and stalls easier and more economical, since the shavings can be sifted through with a manure fork and reused. Softer and more comfortable than other options, Gateway's shavings provide a healthier and more contented animal. The reliable and affordable animal bedding may be used in a variety of locations – from private horse and livestock farms to carnivals and festivals.

"Our goal is to provide quality shavings that are local, affordable and reliable while maintaining natural resources," said Sue Thomson, owner of Gateway Pine Shavings. "Our shavings are produced from timber that has been responsibly harvested from Forest Stewardship forests," she explained.

The promotion of the new animal bedding product is a joint venture between Gateway Pine Shavings and the New Jersey Audubon Society.

"The goal behind the project is to endorse sound forest stewardship of the New Jersey Pine Barrens by promoting value added products made from small diameter wood materials that are harvested during forest management activities. The benefit of utilizing this wood material is reduced fuel loading, which mitigates wildfire hazards, and improves habitat for rare and declining species of flora and fauna," explained Troy Ettl, Director of Conservation of the New Jersey Audubon Society.

For more information about Gateway Pine Shavings, call 609-668-2374 or visit [www.gatewayshavings.com](http://www.gatewayshavings.com).

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### **About Gateway Pine Shavings**

*Gateway Pine Shavings is a New Jersey based, eco-friendly company serving equine and livestock facilities with premium pine shavings made from 100% pine that has been responsibly harvested from*

*Garden State Stewardship Forests. Gateway's shavings are made specifically for animal bedding needs and are not a byproduct. For additional information about Gateway Pine Shavings, please call 609-668-2374 or visit [www.gatewayshavings.com](http://www.gatewayshavings.com).*

**About the New Jersey Audubon Society**

*The New Jersey Audubon Society is a privately supported, not-for profit, statewide membership organization. Founded in 1897, and one of the oldest independent Audubon societies, New Jersey Audubon has no connection with the National Audubon Society.*

*New Jersey Audubon fosters environmental awareness and a conservation ethic among New Jersey's citizens; protects New Jersey's birds, mammals, other animals, and plants, especially endangered and threatened species; and promotes preservation of New Jersey's valuable natural habitats. For more information about the New Jersey Audubon Society, please visit [www.njaudubon.org](http://www.njaudubon.org).*