

## **PA Announcement for Regional Championships**

### **Great American Insurance Group**

Great American Insurance Group, the nation's largest equine insurance specialty division, is proud to be the title sponsor for the USDF Regional Championships. On behalf of Great American, welcome to all our spectators and good luck to all our competitors.

Great American Insurance Group offers a complete line of Equine and Farm products, including mortality, farm packages, and liability. To contact an agent, visit the USDF Web site at [www.usdf.org](http://www.usdf.org).

### **Smart Pak**

A big thank you to SmartPak - supporting sponsor of the Great American Insurance Group/USDF Regional Championships and official supplement feeding system of the USDF. Smart Pak supplies all the beautiful rider jackets and horse sheets for the championships. You can check out their full line of riding tack and apparel by visiting [www.smartpak.com](http://www.smartpak.com)

### **USDF**

Founded in 1973, the United States Dressage Federation is a nonprofit membership organization dedicated to education, recognition of achievement, and promotion of dressage. For more information about USDF membership or programs, visit [www.usdf.org](http://www.usdf.org), e-mail [usdressage@usdf.org](mailto:usdressage@usdf.org), or call 859/971-2277.

# Merial

## ULCERGARD® (omeprazole)

### PUBLIC ADDRESS ANNOUNCEMENTS FOR CONSUMER EVENTS

#### **PSA 1: ULCERGARD “Stress”**

Did you know that your horse can develop stomach ulcers from the stress of routine situations, including traveling,<sup>1</sup> training,<sup>1</sup> competition<sup>1</sup> and stall confinement?<sup>1</sup> What’s more, stomach ulcers can develop in as little as five days.<sup>2</sup> But, you have the ability to help prevent stomach ulcers with just one daily dose of ULCERGARD. ULCERGARD is the only FDA-approved product to prevent stomach ulcers in horses and can help keep your horse healthy and competing at his best. Ask your veterinarian about ULCERGARD before your next show or event. For more information, visit the ULCERGARD booth in the \_\_\_\_\_ [hospitality area, etc. Fill in accordingly] or visit [www.ulcergard.com](http://www.ulcergard.com).

#### **PSA 2: ULCERGARD “Any Horse Can Suffer From Stomach Ulcers”**

Sixty-three percent of non-racing performance horses<sup>3</sup> can suffer from stomach ulcers. Stomach ulcers can be a problem for any horse, caused, in part, by the stress from routine events, including traveling,<sup>1</sup> training,<sup>1</sup> competition<sup>1</sup> and stall confinement.<sup>1</sup> Whether your horse is a seasoned show horse or a weekend warrior, make sure he has the stomach to win. Just one tube of ULCERGARD offers four daily doses. Plus, ULCERGARD is the only FDA-approved product to prevent stomach ulcers in horses. Before your next show or event, ask your veterinarian about ULCERGARD, or visit the ULCERGARD booth in the \_\_\_\_\_ [hospitality area, etc. Fill in accordingly] for more information.

#### **PSA 3: ULCERGARD “Stomach Ulcer Development”**

Did you know that a horse’s stomach can produce up to 16 gallons of acidic fluid every day?<sup>4</sup> Buildup of acid can lead to stomach ulcers. ULCERGARD is the only product approved by the FDA to prevent stomach ulcers, and ULCERGARD reduces the production of stomach acid. The patented formula for ULCERGARD helps to ensure the omeprazole is stabilized to work effectively in the stomach. Be sure to ask your veterinarian about ULCERGARD, or visit the ULCERGARD booth in the \_\_\_\_\_ [hospitality area, etc. Fill in accordingly] for more information.

#### **PSA 4: ULCERGARD “Trust ULCERGARD”**

When it comes to preventing stomach ulcers in your horses, remember ULCERGARD is the only product that is FDA-approved to prevent stomach ulcers in horses exposed to stressful situations.<sup>1</sup> With just one daily dose of ULCERGARD, you can help prevent stomach ulcers before they start and rest assured that you’re using a product that has been proven safe and effective. Ask your veterinarian about ULCERGARD, or visit the ULCERGARD booth in the \_\_\_\_\_ [hospitality area, etc. Fill in accordingly.] for more information.

*ULCERGARD® (omeprazole) can be used in horses that weigh at least 600 pounds. The effectiveness of ULCERGARD in the prevention of gastric ulcers in foals and weanlings has not been evaluated. ULCERGARD may be used safely in breeding stallions. Safety in pregnant mares has not been determined.*

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<sup>1</sup>ULCERGARD product label.

<sup>2</sup>McClure SR, Carithers DS, Gross SJ, Murray MJ. Gastric ulcer development in horses in a simulated show or training environment. *J Am Vet Med Assoc* 2005;227(5):775-777.

<sup>3</sup>Mitchell RD. Prevalence of gastric ulcers in hunter/jumper and dressage horses evaluated for poor performance. *Association for Equine Sports Medicine*, September 2001.

<sup>4</sup>Kitchen DL, Merritt AM, Burrow JA. Histamine-induced gastric acid secretion in horses. *AJVR* 1998;59(10):1303-1306.