



To Equine Therapy Organizations

I am proud to announce that **First Responder 911 Foundation** was just chosen to be featured in one of six episodes of the new **ART ADVENTURES TV Series** to air nationally during Q4 2023 on the **FOX Business News Network**. This powerful series chose us for the work we are doing for First Responders through equine- assisted therapy. Each reality episode engages the audience, artists and highlights the cause.

The artists spend time exploring the foundation and understanding our focus and commitment. Through their eyes and creative talents, the artists capture the heart and soul of the foundation in their paintings, each with their own unique style and perspective, telling our story.

The series will air later this year as it is currently in production. The audience is broad, reaching over 75 million households each time it airs. It is expected to air more than once and will be available On-Demand and promoted on major streaming platforms reaching an additional 64 million active viewers, which should help bring to light the benefits of *Equine-Assisted* Therapy and its availability worldwide.

I would like others involved in equine therapy to also benefit from this vast exposure. If you would like to be included, please scan the Q R Code or click; [Art Adventures - First Responder 911 Foundation](#) Either will take you to a page to preview one episode recently filmed and share with you the various opportunities to be part of Art Adventures. From there, you can work directly with the TV Producer to address any questions and arrange for you to participate.



At the very least, I would suggest that you list your organization on our site, where we will include your contact information and a direct link to your website. Most importantly, you will be included in the 'rolling credits' at the end of the episode, <https://artadventurestv.com/first-responder-911-foundation/> This should increase awareness of your organization as well. I hope to include many of you on our site so we can collectively advance the awareness of Equine-Assisted Therapy for all those in need.

If you would like to speak with me, please feel free to reach out. I would welcome your call.

Bill M. Atalla

President (FIRSTRESPONDER911.FOUNDATION) 3857 Birch Street, Suite 3158 Newport Beach CA 92660

bill@firstresponder911.foundation - 707-363-2676 (m) 949-423-3384 (o)

ETR: EquineTherapyRegistry.org - Email: <mailto:info@EquineTherapyRegistry.org>