



Believing In Horses
Valerie Ormond, Author
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FOR IMMEDIATE RELEASE

Of interest to editors and journalists covering: new books, middle grade and young adult fiction, horses, horse rescues, volunteerism, military families, parent approval, education

BELIEVING IN HORSES EARNS THE COVETED PARENT TESTED PARENT APPROVED (PTPA) SEAL OF APPROVAL

Bowie, Md. - July 12, 2011 - Author Valerie Ormond is pleased to announce her debut novel, Believing In Horses, has been awarded the PTPA Winner's Seal of Approval.

Believing In Horses tells the story of a young girl in a military family who commits to saving unwanted horses from being sold at auction. Although a fiction, current facts, real-life situations, and true equine organizations make for an educational and compelling read. Published in March 2011 by J.B Max Publishing, the book is available at Amazon.com, and via BelievingInHorses.com, which also hosts free discussion guides and a calendar of book signing events.

Being honored with the influential Seal of Approval from PTPA Media Inc. is a huge achievement for a product geared to families, children or parents. "I was not only excited to earn the seal, but even more energized when reading the comments from the parent testers. What author wouldn't want to hear statements including: 'I would recommend it 100%; I have requested that our Librarian buy a class set for September!; and I think the book was very interesting, for the intended age group and older,' " Ormond reported.

"One parent commented that the book made them want to go out and volunteer their help somewhere, which really hit home with me. I've already heard of other groups of youth who were inspired by the message to do something in their community, and to me that is very powerful," Ormond continued.

One tester said, "I had a few parents asking about the author and whether it was a series or not," and "I have my sights on reading more of her books! Please pick me to evaluate ALL her books!"

Ormond's response, "Reading those comments motivated me even more to begin writing the sequel I've been planning, which will focus on equine therapy."

Ormond's Believing In Horses was among many entries from across North America competing to earn the PTPA™ Seal. Independent parent volunteers evaluate products in their own homes to ensure that PTPA winners are chosen based on merit and consumer experience – not on commercial considerations. As a result, the PTPA Media™ Seal has quickly gained recognition as an international leader in certifying consumer products for quality, effectiveness and value. Their CEO and founder, Sharon Vinderine has appeared on over 40 morning shows as a reliable source for the latest and greatest in family products. The media and parents alike trust the collective opinion that PTPA Media represents.

"At PTPA Media, we are proud to play a role in certifying innovative products that families can trust," says Sharon Vinderine, CEO and founder of PTPA Media Inc. "When consumers search for our Seal of Approval on product packaging and web sites, they are essentially searching for validation from their peers. Their peers will have objectively tested and approved these products based on their performance in a real life environment. That type of resource for families is priceless."

PTPA Media has North America's largest volunteer parent testing community, with over 40,000 parents and was rated the Most Trusted Seal by 22,000 parents.

Consumers looking for high-quality products and services can rest assured when they see the PTPA Winner's Seal; it's evidence of a product's excellence from having been evaluated by unbiased parent testers.

About Valerie Ormond and Believing In Horses

Valerie Ormond retired as a U.S. Naval Intelligence Officer is enjoying her second career as a writer. Her first novel, Believing In Horses highlights unwanted horses, volunteerism, military families, and believing in causes and achieving dreams. For additional information, please see <http://www.BelievingInHorses.com>. Media Contact Information: Valerie Ormond, Tel: (443)994-5651, or info@believinginhorses.com.

About PTPA Media Inc.

PTPA Media provides an objective framework for appraising and promoting new products designed to enrich family living. The company's mission is to marry innovative companies with discerning consumers, to improve consumer access to quality products and services for their families and homes. PTPA Media Contact Information: Janine Streiter, Tel: (905)738-1447 x.240, for more information visit www.ptpamedia.com.

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