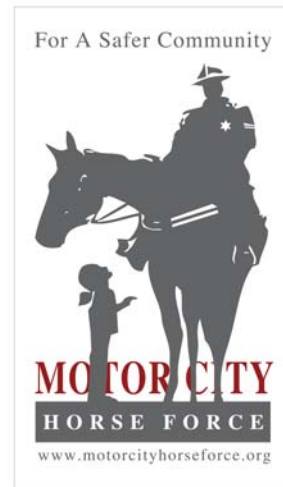


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Motor City Horse Force Aims to Increase Mounted Police Presence in Metro Detroit

DETROIT – July 12, 2007 – The Motor City Horse Force, a new, grassroots citizens organization committed to increasing the presence of mounted police in and around Metro Detroit, made its public debut today. The announcement of the new effort was made at the graduation ceremony of seven newly trained officers for the Wayne County Sheriff's Mounted Police Unit, held at the Michigan State Fairgrounds in Detroit.

"The Wayne County Sheriff's Mounted Unit is the last mounted police unit left in Michigan," said Robert S. Raisch, local entrepreneur and retired USMC brigadier general who is leading the initiative. "The mission of the Motor City Horse Force is to raise public awareness of the benefits of mounted units and raise the funds to help expand the presence of these dynamic law enforcement duos in our community."

The Wayne County Sheriff's Mounted Unit, established in 1978, currently has 12 horses in the stable. The time for expansion has arrived, and the Motor City Horse Force aims to help the Unit do just that. The Motor City Horse Force will operate under the auspices of the nonprofit Restore the Horse Foundation founded by Raisch.

The benefits of a mounted police unit are many, said Wayne County Sheriff Warren C. Evans.

“When our mounted unit appears anywhere on the street, in a park or at an event, the public response is universally positive,” Evans said. “Adults and children are drawn to the horses to ask questions and interact with the officers. Positive experiences like these really help to build bridges of trust and goodwill between the community and law enforcement. We’re excited to have this new citizen effort as a way for horse lovers throughout the area to support mounted police units.”

Beyond community relations and public image enhancement, mounted units serve many practical police-related purposes, such as crowd control, traffic management, search-and-rescue and park and street patrol, Evans said.

“From atop a horse, an officer can see — and be seen — much better, and that type of visibility is a great advantage, whether on routine patrol or at largely attended events.”

The Motor City Horse Force has launched a new Web site (www.motorcityhorseforce.org) to promote its cause and profile the unit. Visitors can learn more about the officers — and the horses— as well as follow their appearance schedule and see photos from events. They can also learn more about the advantages of mounted police and about the history of the unit. And, most importantly, they can donate to help the cause.

“It’s very important that people help us help the unit,” Raisch said. “We urge them to visit our Web site and join the Horse Force. They can give whatever they want or are able to. We have several predetermined donation levels, each with appropriate levels of benefits and merchandise. This is a great community resource — for all of Southeast Michigan — and not only do we want to ensure its survival, but also its growth.”

Note: A high-resolution version of the logo of the new Motor City Horse Force is available at www.motorcityhorseforce.org or via email.

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