



Press Release for Equitas Launch,

Title: Equitas is a worldwide women's movement.

Subject Line: Harnessing the Power of Women in the Equine Industry.

June 22nd

Shane McCarthy

A new media brand and online magazine for women of all ages throughout the equine industry is Launching July 1st. Presented by The Grassroots Gazette, Equitas is a celebration of the role and importance of women across the equine community. This monthly publication will educate, motivate and inspire you to share your passion for horses with a greater audience.

Equitas is a progressive and dynamic publication that showcases women from across the world at all levels of the equine industry. Drawing on their experience and knowledge to inspire, motivate, and encourage women to be the change they want to see in the equine community.

Make no mistake, behind every great woman is a tribe of other women supporting her. We tell the stories of women and female led brands from across the equine community, creating a level playing field - where every voice gets heard.

Equitas is designed to extend equity to all, boost confidence in the industry, highlight women's achievements and support female leadership right across the equine industry — and beyond. Our Mission is to create an engaged community of women supporting women, who will contribute great stories about their experiences and inspire other women. Equitas is FREE for all Subscribers for the first 6 months from when we launch!!

Boilerplate:

The Grassroots Gazette is Ireland's fastest growing Equine Media Brand run by Mike O'Flynn and Shane McCarthy with over 20,000 Subscribers to their Online Bi-Weekly Magazine. Launched On December 2nd 2021, we rapidly hit 5,000 Subscribers and over 50 grassroots community writers. With over 75% of our writers being female, we were consistently hearing about the issues they face and we decided we needed to do something impactful and create real impactful change. Equitas was born!!

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