



Press Release for Equitas Launch,

**Title: Equitas is focused on Empowering Change, Together.**

**Subject: A power shift in the equine industry.**

June 22nd

Shane McCarthy  
083-0602272

A new media brand and online magazine for women of all ages throughout the equine industry is Launching July 1st and presented by The Grassroots Gazette. This is a first of its kind and we hope Equitas will change the narrative for females all across the world. Equitas stands for Justice, Fairness and Equity for all! We want to create a safe and encouraging space for all women to grow together across the industry and further. This monthly publication will educate, motivate and inspire women to share their passion with a greater audience.

This industry magazine, produced by women for women, aims to place women at the forefront of what goes on in their field; with a clear focus on highlighting women who are changing lives, breaking down barriers and making it happen! Together we can all be stronger and together we can change the way the world sees women. We will use Equitas to launch a global movement for women all around the world.

You can sign up for FREE to Equitas by visiting <https://thegrassrootsgazette.ie/equitas/>. 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!!

**Contact Info:**

**Shane McCarthy**  
Co-Founder / CMO  
083-0602272

**Sarah Elebert**  
Co-Founder / CSO  
087-6354105