

**PRESS RELEASE**

***World-Renowned Publisher of Equestrian Titles  
Trafalgar Square Books Signs Deal with Kerry Thomas,  
Founder of the Thomas Herding Technique***

**Innovative Book on the Thomas Herding Technique's Equine Athletic Psychology and  
Emotional Conformation Profiling to Be Published in 2012**

Since publishing the international bestseller *Centered Riding* in 1985, the publisher and staff at Trafalgar Square Books ([www.horseandriderbooks.com](http://www.horseandriderbooks.com)) have made it their mission to produce highly illustrated, how-to books by the most esteemed riders and trainers in the equine industry. With this tradition of top quality titles as the driving force behind Trafalgar Square's acquisitions model, they are thrilled to announce that a deal has been made with Kerry Thomas, a pioneering researcher in the field of Equine Athletic Psychology.

Thomas began his research in the field of herd dynamics and horse psychology by studying wild horse herds in Wyoming and Montana, with the intent to use his independent studies in equine social structures in the development of therapy horses for children. It was during his early work that he determined that it was what he calls *emotional conformation* rather than *physical conformation* that governs herd dynamics. Thomas then spent 10 years streamlining his process of Emotional Conformation Profiling and applying it to the sport horse industry.

Thomas now focuses on the development of programs to advance the equine athlete in a given field, as well as identifying the mental blocks that derail the advancement of many sport horses. Although he works with all equestrian disciplines, Thomas' ground-breaking theories and techniques have already made a significant impact on the Thoroughbred racing industry. He has worked with top racehorses, trainers, and owners in the United States, Europe, South America, Australia, and Hong Kong, and has developing interests in China via the Royal Nanjing Jockey Club and most recently in the Middle East.

Watch for Kerry Thomas' exciting new book in 2012. For updates on this title and other new and forthcoming equestrian books and DVDs, bookmark the TSB website ([www.horseandriderbooks.com](http://www.horseandriderbooks.com)), subscribe to the TSB blog (<http://horseandriderbooks.wordpress.com>), and friend us on Facebook (<http://www.facebook.com/pages/Horse-and-Rider-Books/41578819871>).

---

**For more information on Kerry Thomas and his forthcoming book, contact:**

Rebecca Didier, Senior Editor, [rdidier@sover.net](mailto:rdidier@sover.net).

**Trafalgar Square Books**, Box 257, Howe Hill Road, N. Pomfret, VT 05053  
**800.423.4525 • [www.horseandriderbooks.com](http://www.horseandriderbooks.com)**