

**\*\*FOR IMMEDIATE RELEASE\*\***

**“DATING IN THE MIDDLE AGES” SUPPORTS  
UNITED PEGASUS FOUNDATION  
Rouge Cowgirl Productions to Donate Portion of New Series’ Proceeds  
To Save Premarin Mares**

**Los Angeles, CA/August 18, 2010/positivePR** – Rouge Cowgirl Productions announced today that they have selected the United Pegasus Foundation (UPF), [www.unitedpegasus.com](http://www.unitedpegasus.com), as the non-profit beneficiary for “Dating in the Middle Ages,” a new web series being released this Fall. The series, starring Devin Mills, features John Schneider, and will be previewed at a Red Carpet Premiere, held at the Writers Guild Theater in Beverly Hills, California on September 12, 2010.

The mission of United Pegasus Foundation is to identify abused and/or neglected equines, help to rehabilitate them, facilitate adoptions and educate the public regarding the need to help these horses. The organization helps rescued Premarin mares as well as retired race horses.

For decades, Premarin was the most popular drug in the United States, with millions of women taking it to treat menopausal symptoms. Because Premarin is made with estrogens extracted from pregnant mares’ urine (PMU), thousands of mares were used to produce this bitter pill, contributing to the unnecessary over-breeding of horses.

“Dating in the Middle Ages” creator, Devin Mills, commented, “The way the urine is collected from these mares for the drug Premarin is inhumane. These horses stand in tiny stalls, they are unable to move, lie down, or rest while strapped to machines collecting their urine. They are kept pregnant most of their lives then slaughtered when they cannot produce foals anymore. Women need to educate themselves on other hormone replacement therapies that don’t use pregnant mare urine. There are amazing alternatives available and natural as well. It is up to us, the public, to stop this horrific practice. ”

A portion of tickets sold for the “Dating In The Middle Ages” Premiere, as well as a portion of the online contributions to help the show continue will be donated to the United Pegasus Foundation, directly supporting the PMU horses.

To attend the “Dating in the Middle Ages” premiere event, please visit <http://datinginthemiddleages.eventbrite.com>. For more on the United Pegasus Foundation, visit their website, [www.unitedpegasus.com](http://www.unitedpegasus.com).

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