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# \$23,000 for Charity from Dynamite Dog Food, Horse Feed Contest Winners

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MIDDLETON, Md.--(BUSINESS WIRE)--Donate \$20,000 to charity or go on an all-expenses-paid trip to Maui?



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There was never a debate for Vicki Kelly, who received this choice as the first place winner in this year's sales contest at [Dynamite Marketing](#), known for its all-natural dog food and horse feed. "I've done rescue work with animals my whole life, and I'm very interested in horse and dog health," she said. "I never had a second thought about giving the money to help horses."

Two other winners donated an additional \$3,000 to charity.

Vicki lives here with her sixteen rescued animals: eight horses, five dogs and three cats. She elected to give \$10,000 each to the [Horsenet Horse Rescue](#), a horse rescue and rehabilitation facility, and [Days End Farm Horse Rescue, Inc.](#), a place for unwanted, abused or neglected horses. Both also are in Maryland.

Offering winners the choice of a charitable donation was a first for Dynamite, which makes horse feed and dog food, as well as food and nutritional supplements for horses, dogs, cats and most other members of the animal kingdom.

"We talked about the contest as a family," said Callie Novak, Dynamite vice president and a fourth-generation member of the family that began selling horse and cattle feed in Idaho in the 1930s. "We've never done anything like this before. We decided to let the winners select prizes ranging from the Maui trip to plasma televisions, or give double the value of the prize to the charities of their choice.

"We tossed around various prize ideas in our brainstorming sessions, trying to determine what would really motivate the people who sell our products. They are very passionate about their animals and very passionate about making the world a better place. We attract people who are driven by projects that help animals, improve soil, save lives and make the world a better place. We knew that for many of them, giving to a charity actually would be more of a motivation than a personal prize.

"It turns out that we were right. Three of the five chose to donate. The other two chose plasma televisions as prizes, and they plan to use them for educational programs on topics such as dog food and dog health that they hold in connection with their business."

Top salesperson Kelly has long used Dynamite [horse feed](#) and [dog food](#), as well as other products, in her rescue work. "I like bringing in horses that have been on poor diets, and watching them blossom. Sometimes when even the veterinarians can't figure out what to do, I find a Dynamite product that helps. I was about to put down one horse, but I was able to bring her around with [Free & Easy](#), which supports joints and ligaments. That was when she was 10 years old. Today she is 19 and still trotting around," she said.

Her latest rescue, Bailey, is a six-month-old filly who was separated from her mother too soon and had never been touched by humans.

Two other charities will benefit from the Dynamite contest. Thanks to Prudence Heaney of Hagerstown, Maryland, \$2,000 will go to the [American Institute of Saddle Fitting](#), where she works to teach people about the importance and techniques of proper saddle fit. The [Madeleine Pickens Wild Horse Rescue Sanctuary](#), based in Del Mar, Calif., will receive \$1,000, thanks to Tracie Audette of Wayne, Okla.

The competition itself was a departure from the norm. "The contest was based on activities completed, not sales," Novak said. "For instance, points were awarded for signing up new customers, hosting educational meetings on subjects such as dog health and horse health, attending conference calls, and writing

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testimonials. We wanted to focus on behaviors that build success and knowledge because ultimately behaviors and habits are what build business. Plus, there is already a reward in sales in the form of commissions."

Dynamite products are available through more than 4,000 individual distributors across the country. All products use only natural ingredients and are made in the United States for quality control. Its recently developed [Ultimate Diet for Dogs](#) is a raw dog food that does not need to be refrigerated.

"Our roots are in healthy horse feed," Novak said. "In fact, our horse supplement was so far ahead of its time that we have recently seen other companies use some of our original feed technology and introduce it as 'new' — 20 years after we first introduced it."

Although Dynamite's first products were for horses, people were so impressed with the effect that they started giving the supplements to their dogs and cats. So Dynamite added products for dog health and cat health, modifying them for better metabolism in those species and developing dog food and cat food as well.

"Then we found people were taking the supplements themselves," Novak said. "So we modified the products to be more effective in humans."

Additional information is available at [www.DynamiteMarketing.com](http://www.DynamiteMarketing.com) or by calling 1-800-697-7434. Dynamite headquarters are in Meridian, Idaho.

**Release Summary:**

Sales contest winners at Dynamite Marketing, known for its all-natural horse feed and dog food, choose donations to charity over personal prizes.

**Keyword Tags:**

dog food, dog health, horse feed

**Photo caption:**

Vicki Kelly chose to give \$20,000 to horse rescue programs rather than take an all-expenses-paid trip to Maui as winner of the sales contest at Dynamite Marketing, known for its all natural dog food and horse feed. She is pictured here with Dancer, left, and Bailey, her latest rescue.

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