

# Holiday Ornament to Benefit ASHA Foundation

BY REEVES KIRTNER

It's not a fashion emergency, but reality television star Carson Kressley has endorsed a holiday ornament with Joy to the World Collectibles. A portion of the "Clotheshorse" ornament proceeds will benefit the American Saddlebred Horse Association Foundation.

Kressley has agreed to do two ornament signings at two Fortunoff Department Stores in New York City December 4. Fortunoff will donate \$25,000 to the Foundation in exchange for the two signings. Joy to the World Collectibles will also donate 10 percent of the wholesale price of all the ornaments sold during the two signing sessions.

The design features a stylish horse in a purple, pinstriped suit carrying shopping bags. The design for the "Clotheshorse" was created based on a combination of Kressley's history in the equine industry and his role as the style expert on "Queer Eye for the Straight Guy." Each piece is individually boxed and features the ASHA Foundation's mission statement and contact information.

"It brings together the two things that I love the most – clothing and design and horses," Kressley said.

Kressley has been riding Saddlebreds since he was 15. He said he wanted to give back to the breed because his years of riding have given him life experiences.

"We need to do everything we can to tell the world about the American Saddlebred," Kressley said. "We need to tell them how beautiful, how smart, how athletic, how gentle, how attentive and how kind this horse is."

Alan F. Balch, ASHA executive secretary, said the Foundation is always looking for new ways to promote the Saddlebred and raise money.

"We think this is a great opportunity for the Saddlebred," Balch said. "Raising money for the Foundation and marketing the breed through this unique way during the holiday season is wonderful."

Kressley is a former member of the



Emmy Award-winning television star Carson Kressley has been actively participating in Saddlebred activities since he was 15.

Kressley said he would rather have a World's Championship ribbon from Louisville than an Emmy for his television show.

The design for the "Clotheshorse," is a combination of Kressley's love for horses and fashion and design.

U.S. Saddle Seat Equitation World Cup Team. He is also a member of the board of directors for the U. S. Saddle Seat Equitation World Cup. The Emmy Award-winner placed in the 2004 World's Championship Horse Show in Louisville.

"I would have rather have won a blue ribbon at Louisville than an Emmy," Kressley said. "But, there's always next year."

It takes seven days to complete each ornament by European glassblowers and artisans in Poland. The Knoxville-based company designs, manufactures and distributes collectible holiday ornaments that are endorsed by celebrities

to benefit charities. Joy to the World Collectibles has worked with over 20 celebrities including Betty White, Ted Danson and B.B. King.

Vicki Gillenwater, member of the ASHA board of directors, played a key role in getting the ornament project put together. Gillenwater has been friends with Kressley dating back to their riding days on the U.S. Saddle Seat Equitation World Cup Team in 1998. Gillenwater met Joy to the



World Collectibles Founder Lisa Kelechava through a friend in Knoxville.

"It just made sense to me to get all of the players together," Gillenwater said. "It's a perfect match."

"Clotheshorse" will be an exclusive to Fortunoff this upcoming holiday season. Additional information can be found online at [www.fortunoff.com](http://www.fortunoff.com) or [www.joytotheworldonline.com](http://www.joytotheworldonline.com). **as**