

PRESS RELEASE

On Mother's Day, We Celebrate All of Our Show Moms

Duluth, Ga. – May 2, 2017 – Last year, Merial, now part of Boehringer Ingelheim, excitedly released the [Show Moms video](#), a tribute to all the Show Moms who help make our equestrian dreams a reality. This year, we're celebrating them again – but in a few new ways.

We are heading out to the AQHA Level 1 Championships East in Raleigh, N.C., May 3-4, and HITS Chicago, July 12-16, to give our Show Moms a special treat. Stop by the Merial booth to create a surprise for your Show Mom.

In addition to these at-show events, equestrians can participate in the fun on social media with a SnapChat filter and Facebook profile photo overlay just for Mother's Day. We loved seeing all of the #showmomlove photos last year, and we're asking that everyone use the #showmomlove hashtag again. You may be featured on our Show Mom Love feed on [Facebook](#).

"Show Moms are the heart and soul behind equestrians," says Kristopher Scott, Director of Equine Marketing for Boehringer Ingelheim Animal Health. "We can't wait to celebrate them again this year with at-show surprises and our #ShowMomLove social media."

Show Mom Love is brought to you by Merial, the makers of ULCERGARD® (omeprazole) and LEGEND® (hyaluronate sodium).



Photo Credit: Larri Jo Starkey, The American Quarter Horse Journal

Visit our Facebook page, [The Ride to Win](#), to join the fun in May. Look for #showdadlove information in June.

About Boehringer Ingelheim Animal Health

As the second largest animal health business in the world, Boehringer Ingelheim is committed to improving animal health. With more than 10,000 employees worldwide, Boehringer Ingelheim Animal Health has products available in more than 150 markets and a global presence in 99 countries. For more information about Boehringer Ingelheim Animal Health, [click here](#).

Boehringer Ingelheim

Innovative medicines for people and animals have for more than 130 years been what the research-driven pharmaceutical company Boehringer Ingelheim stands for. Boehringer Ingelheim is one of the industry's top 20 pharmaceutical companies and to this day remains family-owned. Day by day, some 50,000 employees create value through innovation for the three business areas human pharmaceuticals, animal health and biopharmaceutical contract manufacturing. In 2016, Boehringer Ingelheim achieved net sales of around 15.9 billion euros. With more than three billion euros, R&D expenditure corresponds to 19.6 per cent of net sales.

Social responsibility comes naturally to Boehringer Ingelheim. That is why the company is involved in social projects, such as the "Making More Health" initiative. Boehringer Ingelheim also actively promotes workforce diversity and benefits from its employees' different experiences and skills. Furthermore, the focus is on environmental protection and sustainability in everything the company does.

More information about Boehringer Ingelheim can be found on www.boehringer-ingelheim.com or in our annual report: <http://annualreport.boehringer-ingelheim.com>.

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Merial is now part of Boehringer Ingelheim.

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