

**PlayingWithLukas.com**  
**Lukas, World's Smartest Horse & Karen Murdock**

**Media Kit**

## PlayingWithLukas.com Company Background

*Playing With Lukas* was formed in June 2009 when owner and trainer Karen Murdock posted Lukas' videos on YouTube "in the hope of helping horses." These original twenty-five minute long videos (subsequently made into shorter clips) quickly resulted in thousands of views and created what was to become an internet sensation with world-wide appeal.

The cherished mission of *Playing With Lukas* continues to be to share the fun results of kind training and to show how wonderful and smart animals are for their improved treatment. Murdock, a life-long animal lover has developed a system incorporating a combination of clicker training, shaping and positive reinforcement that can be used with any species. *Playing With Lukas* is a tribute to hope and happiness for all creatures.



### **LUKAS, The World's Smartest Horse**

Lukas is a 17 year old registered off-the-track Thoroughbred gelding. He is chestnut in color and 16.2 hands high. He ran in three races as a two year old and bowed both front tendons. After leaving the race track, he changed hands several times over the following years and ended up neglected and emaciated in a back yard. He was rescued and rehabilitated and then advertised for sale when he was not fitting in at a jumping stable. Karen purchased him as a "green project horse" when he was nine years old, eight years ago.

He went from being very uncooperative and dangerous to being listed on Yahoo, Google and the World Records Academy as "The World's Smartest Horse," and Guinness is currently considering a record related to his feats. He has been on NBC, CBS, ABC, CNN, HLN, Inside Edition, World

Entertainment News Network, Equestrian Examiner, Equine Connection, For Equestrians, Equisearch, The HorsePedia, Pet Life Radio, RFD-Radio, Pet Talk Live Radio and many others. Also, the Associated Press and America On Line released feature stories on him.

He is thought to be one of the top liberty (free/without any equipment) performers in the country, however, his main acclaim comes from his amazing abilities to spell, count, identify shapes, discriminate colors, understand the concepts of same/different, proportion, spatial relationships and absentness. Furthermore, Lukas' special bond with Karen has attracted world-wide attention. He has been invited to attend many events and performs to support After The Finish Line, The California Thoroughbred Breeders' Association, TROTT (Training Racehorses off the Track), and HEAL (Human-Equine Alliances for Learning). His purpose is to share the happy results of kind training and to show how wonderful and intelligent animals are.

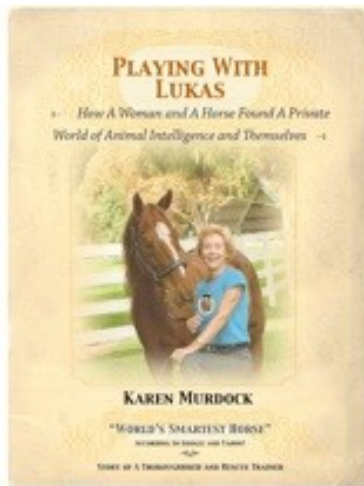
He was nominated to receive the 2010 Equine Vision Award sponsored by Pfizer and American Horse Publications.

## **KAREN MURDOCK, Lukas' Owner/Trainer**

Karen Murdock has been training animals for over 30 years using a combination of shaping techniques, a specialized clicker system and positive reinforcement. Karen's love of nature goes back to childhood and she has spent countless hours studying and training a variety of animals. Her unique approach uses games and play as a way to connect and bond with animals to build confidence, increase focus and improve performance.



She has also used these techniques with her spaniel, Wendel, to train him for pet therapy (including tricks for smiles!). Her specialty though is horses, and her star pupil Lukas shines as a beacon of hope for a brighter future for all creatures. Karen is dedicated to bringing education and awareness to others - her services and proceeds are donated to benefit non-profits. She has been heard on Pet Life Radio, RFD Radio Pet Talk Live Radio and The Confidence Club and contributes to many newsletters, blogs and forums. In addition to being a Registered Nurse, she is also a licensed Psychiatric Technician and is a member of The American Society of Animal Science, The American Association of Zoo Keepers, The Animal Behavior Management Alliance and The Animal Behavior Society.



### **“Playing With Lukas”, e-book or print version**

Her much-awaited book "Playing With Lukas" is available on Lulu ([www.lulu.com](http://www.lulu.com)) as an e-book or a print version.

Playing With Lukas is the extraordinary account of Karen Murdock and her horse Lukas. In 2002, when she purchased the nine-year-old chestnut gelding, a former Thoroughbred and now a sorely neglected yard animal, neither had any idea how both their lives were about to be transformed. Using her experience as a neglected child and a psychiatric nurse, employing the traits of patience, appreciation, kindness, compassion, and humor, she formed a deep bond with Lukas and trained him to perform many tricks. Today, he is listed by Yahoo and Google as the “World’s Smartest Horse” and is considered one of the top liberty horses in the US.

Karen and Lukas share their mission of providing happy futures for former Thoroughbreds. Pet owners and others will see that animals are intelligent and deserve humane treatment and “kind” training. The 83-page book is available for download as an e-book or as a paperback. Upcoming will be a training manual with details of Karen’s special methods.

*Karen is available for consultations, interviews and appearances.*

## Press Coverage

### **PRLog.org**

<http://www.prlog.org/10611557-playing-with-lukas-book-release.html>

<http://www.prlog.org/10611558-playing-with-lukas-book-launch.html>

<http://www.prlog.org/10672015-lukas-worlds-smartest-horse-to-get-facelift-and-an-entourage.html>

### **Free-Press-Release.com**

<http://www.free-press-release.com/news-world-s-smartest-horse-expanding-his-mission-dogs-cats-birds-and-fish-1269889069.html>

<http://www.free-press-release.com/news-lukas-the-world-s-smartest-horse-may-also-now-be-the-busiest-1270518596.html>

<http://www.free-press-release.com/news-news-flash-lukas-appearances-on-aol-inside-edition-world-entertainment-news-network-world-records-academy-google-news-1273559120.html>

# Press Releases

## Playing With Lukas Book Release

*By Karen Murdock  
Dated: Apr 06, 2010*

### *World's Smartest Horse Book Available Now*

Due to popular demand, *Playing With Lukas* is available immediately as an e-book or a print version. The "Million Hit Horse" had so much interest in his story that owner/trainer Karen Murdock decided to release *Playing With Lukas* earlier than the original planned Spring date, based on Lukas' world-wide attention. "What's so amazing about all of this has been the mainstream appeal and wide-spread interest in a very touching and charming journey," according to Murdock. Lukas, an ex-racer, has attracted global acclaim for his liberty moves, cognitive abilities and the bond that he and Murdock share.

Comparisons of Lukas to Beautiful Jim Key, the smartest horse ever to have lived, abound. Lukas is currently honored on both Yahoo and Google with the title of "World's Smartest Horse" (living) with over seventy four thousand references to him on Google alone. The popular Thoroughbred has many media friends who have made him an internet sensation over the last six months. Kim Miller of *Riding Magazine* wrote, "Lukas is a poster boy for the potential of all horses, especially those facing bleak circumstances." "People used to say that Thoroughbreds were too 'flighty' to train," wrote Esther Marr of *The Blood Horse Magazine*, "With a world-renowned trickster named Lukas to prove them wrong, who would dare say that again?" "Karen Murdock is proud of her horse and the tricks he's learned, all at liberty and without a whip in sight," said Lisa Kemp at the *Equine Chronicle*. "She hopes that his accomplishments can inspire other success stories. It's amazing what you can do with training methods based on kindness, patience, and a foundation of positive reinforcement."

Murdock's system has the advantage of incorporating and complementing two major areas of learning: that which the animal does on his own and that which we can produce. By combining two teaching styles - clicker training and shaping - the effectiveness of the schooling is magnified tremendously. The former refrain "Horses are not supposed to be able to do that" is now expanding people's perceptions of animal capabilities and emotional qualities and new ways to approach training.

A fascinating glimpse into the world of horse intelligence and behavior combined with the triumph of overcoming extreme hardships makes *Playing With Lukas* one of the most important contributions to the study of horse training and horse-human interactions available.

*Playing With Lukas* can be ordered at [www.lulu.com](http://www.lulu.com) as an e-book or a print version.

Category Science, Pets, Hobbies

Tags playing, with, lukas, horse, Training, karen murdock, worlds, smartest

## Playing With Lukas Book Launch

*By Karen Murdock  
Dated: Apr 07, 2010*

*World's Smartest Horse Book Released The world may never be the same again*

Playing With Lukas, the long-awaited saga of "The World's Smartest Horse" is available now as an e-book!! Lukas, ex-racer "Just Ask Mike," is a rescue that has become a shining beacon to horse lovers across the globe. He's as adored for his cognitive abilities as much as for his liberty maneuvers and special relationship with owner/trainer Karen Murdock. A remarkable true tale of an extraordinary journey of two cast-offs and some unusual surprises are sure to keep readers riveted. As much a love story as a training guide, Playing With Lukas is a touching and inspiring adventure that celebrates hope and happiness and a change in the world for the better.

Many of our friends are featured in Playing With Lukas and it is a tribute to what can be accomplished with love and determination. What has made Lukas' story so compelling is the convergence of mainstream concern about the treatment of horses and the transformational shift in the way animals are viewed and treated. Lukas' superstardom—he's been featured on NBC, CBS, ABC, CNN, HLN, Equisearch, EquineVIP, RFD-Radio, and Pet Life Radio—has been for the sole purpose of sharing the happy results of kind training and to show how wonderful and intelligent animals are.

"Animal lovers are passionate about their pets," says Murdock, "and with Lukas I've just demonstrated what they already knew about their own animals. I wrote this book because I wanted to show not only horse owners, but all owners of pets what they could accomplish with a little patience and a lot of love."

A fascinating glimpse into the world of horse intelligence and behavior combined with the triumph of overcoming extreme hardship makes Playing With Lukas one of the most important contributions to the study of horse training and horse-human interactions available. Sometimes, we can change the world, even if it takes a horse to do it.

The book is available at Lulu ([www.lulu.com](http://www.lulu.com)) as an e-book or a print version, and will be released in the spring at Amazon.com.

Category Books, Entertainment, Pets

Tags playing, with, lukas, horse, Training, karen murdock, worlds, smartest

**WORLD'S SMARTEST HORSE  
EXPANDING HIS MISSION: DOGS,  
CATS, BIRDS AND FISH?!**

*LUKAS TO APPEAR AT AMERICA'S FAMILY PET EXPO IN APRIL*

LUKAS, "The World's Smartest Horse" (according to Yahoo and Google), and owner/trainer Karen Murdock, are extending their friendships to include all animals and the people who love them. America's Family Pet Expo will be held April 16 - 18, 2010, at the Orange County fairgrounds in Southern California. It's the largest pet expo in the country and recordbreaking crowds are expected this year. According to Debbie Mazur, the A.F.P.E. event planner: "We have been considering equine participation for years, and when we saw Lukas, we knew it was the perfect match!" Murdock believes that "this is a way for the public, especially children, to be exposed to the wonderful world of horses and to learn about ways to become involved with them."

Also, now on the appearance roster are: Fighting Ferrari (who played "Seabiscuit" in the movie), a vaulting club and a rodeo drill team. As usual, Lukas will represent the California Thoroughbred Breeders' Association and TROTT (Training Racehorses Off The Track). Both the C.T.B.A. and TROTT are non-profits and are dedicated to responsible horse awareness and ownership. If there is any way that Lukas and Murdock can help our A.H.P. friends (freely) during this event, please feel free to contact Murdock with your ideas. We are devoted to sharing the hope and happiness that animals bring. Looking forward to meeting everyone!

**Lukas, The World's Smartest Horse May  
Also Now Be... The Busiest!!**

*Mark your calendars: Lukas will be on hand to greet visitors at America's Family Pet Expo April 16 - 18 at the Orange County Fairgrounds!*

Thanks to many good-hearted animal lovers, Lukas will be featured in several new places and he's appeared in numerous previously visited spots as well. Karen Murdock, Lukas' owner/trainer would like to thank the following kind supporters:

Linda Ann Nickerson - The Mane Point and The Equestrian Examiner, Kelly Ballou - The Equine Journal, Ericka Caslin - Unwanted Horse Coalition (Media Round-Up), Caroline Putus - Enjoy Riding, Paula Parisi - Equestrian News, Rudolph Alvarado - Caballo Press (Horsenameographies), Ariel Teri Breen - Equi-Angels, Arden Moore - Pet Life Radio, Tara Molina - America's Family Pet Expo, Mandee Widrick - Horse Family Magazine, Susan Ashbrook - Horse Digest, Equinest, Joan Ranquet - Pet Talk Live Radio, Deanna Castro - Professional Horse Blogazine.

In describing Lukas' growing appeal Murdock states: "The best part of this wonderful adventure has been meeting the helpful and generous people who are interested in Lukas' story - this has truly been a beautiful and heart-warming experience."

**NEWS FLASH - LUKAS Appearances on  
AOL, Inside Edition, World Entertainment  
News Network, World Records Academy,  
Google News**

*LUKAS - The World's Smartest Horse - Now the Best Dressed Too?!*

Lukas the World's Smartest Horse (according to Yahoo, Google and now the World Records Academy) is making new friends. (<http://playingwithlukas.com>)

Blaze Magazine (For Horse-Crazy Kids) will be featuring Lukas in his holiday costumes. If you've ever wanted to see a horse ring in the new year or announce the start of baseball season, here's your chance! Brenda McCarthy, managing editor, invited Lukas to be a part of an upcoming issue to promote healthy lessons for kids: "Lukas got to be so smart because he paid attention in class." Karen Murdock, Lukas' owner/trainer is thrilled to have children involved with Lukas: "Kids need to learn to associate animals with fun and games; then caring and concern will follow."

The trend for family involvement and enjoyment of horses is on the rise: Horse Family Magazine, founded by Mande Widrick, has announced that Lukas will be included in the upcoming inaugural issue. "What better way to unite families and promote wholesome activities than to appreciate animals together?" according to Murdock. As a psychiatric nurse for twenty-five years, she views this as a very positive direction for youth, horses and the future.

Murdock and Lukas would like to thank American Horse Publications and Pfizer for considering them as nominees for the 2010 EQUINE INDUSTRY VISION AWARD.

In every winter's heart  
lies a quivering spring,  
and behind the veil of each night  
waits a smiling dawn. Kahlil Gibran

## **LUKAS - World's Smartest Horse To Get A Facelift And An Entourage!**

*By Karen Murdock  
Dated: May 11, 2010*

*After Inside Edition, What's Next - A Stylist?*

Inside Edition with Deborah Norville: "Move over Mr. Ed, we have found the smartest horse in the world! You're looking at the world's smartest horse. His name is Lukas, he's seventeen years old and he can count up to five. Even when we put the numbers in a different order, Lukas still counted them down!"

Lukas - listed on Yahoo, Google and the World Records Academy as the "World's Smartest Horse" - owned and trained by Karen Murdock, is getting some much needed help. His web-site is expanding to accommodate a wider audience and he now has several assistants to manage his growing popularity. Murdock has enlisted the expertise of Mr. Hadi Khalil of International Production & Advertising ([www.tvipa.com](http://www.tvipa.com)) to update the site of "the million-hit-horse" (<http://www.playingwithlukas.com>). Mr. Khalil, an experienced professional with an extensive background in television, states: "We'll be giving Lukas a whole new look - showcasing his extraordinary talents and accomplishments in a very user-friendly and attractive package." IPA will provide the site with advanced technology and navigation, a blog, high definition pictures and videos, a calendar of events, and much more.

Lukas' new assistant Staci Jansma ([www.stacijansma.com](http://www.stacijansma.com)) will be overseeing the technical aspects of his broadening connections, and she and her crew will allow Murdock and Lukas to do what they do best: PLAY.

Also, a stylist may not be far behind: Lukas' new Costume Montage to be released soon!! (<http://www.youtube.com/user/playingwithlukas>).

Category Business, Entertainment, Pets

Tags playing with lukas, karen murdock, horse training, clicker training, lukas, world's smartest horse

## **Fun Fact Sheet**

- 2002 – Smile, kiss, bow, jambette, Spanish Walk, pedestal work
- 2003 – Curtsy, colors, shapes started, yes, passage
- 2004 – Spelling and numbers started, fetch, catch blindfold
- 2005 – First video, stay, come, lay down, spatial relationships, yawn
- 2006 – Pose, cross legs, object permanence
- 2007 – Second video, rear
- 2008 – Proportion, same/different, absentness
- 2009 – Third video, 2 Photo Montages
- June 2009 – Twenty-five minute YouTube videos posted
- July 2009 – Website launched, [PlayingWithLukas.com](http://PlayingWithLukas.com), joined Facebook
- October 2009 – Joined the conversation on Twitter, Video clips posted on YouTube
- December 2009 – One million website visitors reached
- January 2010 – Five thousand Facebook Friend limit reached, HITS appearances
- February 2010 – Lukas' Fan Page Launched, [Facebook.com/PlayWithLukas](https://www.facebook.com/PlayWithLukas), Equine Affaire appearance
- March 2010 – Lukas' book released, [\*Playing With Lukas: How A Woman and A Horse Found A Private World of Animal Intelligence and Themselves\*](#)
- April 2010 – Pet Expo appearance
- May 2010 – New look for [PlayingWithLukas.com](http://PlayingWithLukas.com) was launched
- June 2010 – Costume Montage, over ninety-seven thousand YouTube views, Guinness record attempt

## Contact Information

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**<http://PlayingWithLukas.com>**

*Logos, graphics and photos can be found at our website at [PlayingWithLukas.com/Media\\_Press.php](http://PlayingWithLukas.com/Media_Press.php).*

***Stay connected with Lukas & Karen!***