

PlayingWithLukas.com

**Lukas, World's Smartest Horse
& Karen Murdock**

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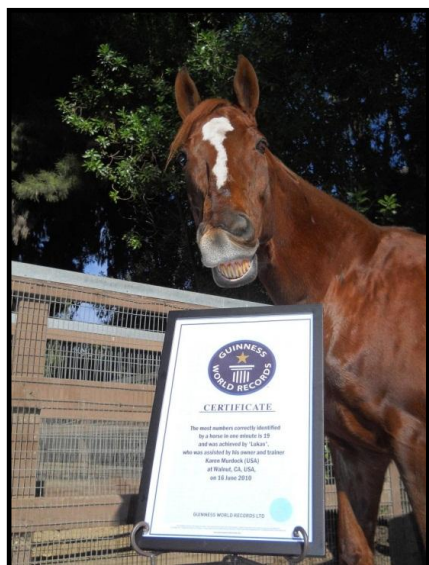
I'd like to introduce you to someone who has been recognized in the World's Smartest category by the **World Records Academy**, earned a **Guinness World Record**, and had over **one million** visitors to his web-site from over **sixty countries**. He's credited with both national media coverage – **NBC, CBC, ABC, CNN, *Inside Edition*** and the **Associated Press**, among many others – along with global media attention.

He is being heralded as an ambassador of hope and happiness for those in need of a second chance and he performs to benefit non-profits. His name is Lukas and he's an ex-race horse and former rescue. His numerous accomplishments also include an award certificate for his contributions from **California State Assemblyman Curt Hagman**, nominations for the **2010 and 2011 Equine Vision Award** and a star on the **Hollywood Walk of Fame**, his own **documentary** and book, an invitation to join the **Wounded Warriors** project, over **two-hundred-thousand** You-Tube views, and thousands of Facebook friends and Twitter followers.

As Lukas' owner and trainer, I've been invited to speak about him at International Conferences, numerous appearances and many events. Lukas' story has been heard on **Pet Talk Radio, Pet Place Radio, All Paws Pet Radio** and **Animal Talk Radio** to mention only a few.



Playing with Lukas is part inspirational memoir, paired with an unforgettable love story that has touched the world's heart. This one-hundred-ten page incredible true tale is full of color photographs and is a fascinating glimpse into animal intelligence and emotions. The author takes the reader on an adventure of a lifetime as two ordinary beings come together to create a lasting global movement based on hope and happiness for all creatures in need.



“Find your four, now look for the two,”

Lukas, the World's Smartest Horse (according to the World Records Academy) and Guinness World Record Holder, is asked by owner/trainer Karen Murdock. Just a few years ago the Thoroughbred ex-racer had been found starving and neglected in a yard, rescued and then purchased by Murdock. During his rehabilitation, Lukas showed an extraordinary ability to learn, and Murdock expanded his liberty tricks to include discrimination tasks.

Today, Lukas' story has traveled world-wide, and the beloved gelding has been heralded as an ambassador for those less fortunate. His touching journey from a race-track reject to an Internet and media sensation gives hope to all – both two and four legged - who have once felt abandoned or misunderstood. Lukas and Murdock, herself a foster-child and homeless teenager, provide the reader with a remarkable experience of joy and triumph while changing forever the way animals are viewed and treated. In this book, the reader will find out how history was re-written through love.

Murdock has been a psychiatric nurse for the last twenty-six years and has been training animals for over forty years. She has appeared on NBC, CBS, ABC, CNN, HLN and *Inside Edition*, and been interviewed on Pet Talk Radio, Pet Talk Live Radio, Pet Place Radio and Animal Talk Radio, among many others. In addition, Lukas' story has been released in feature articles by the Associated Press and America Online. A speaker at International Conferences, Murdock is also a regular contributor to blogs, forums and newsletters. Lukas and Murdock have made many public appearances together, and they donate their time and services to benefit non-profits. Murdock is available for interviews, speaking engagements and events.

“What is more amazing and more astonishing (than intelligence) is that this horse is so cued in, has such an incredible bond with its owner, such a great understanding of his human. The way they interact is pretty profound.”

- **Dr. Emily Weiss, A.S.P.C.A. Equine Behavior Expert**

“You have trained Lukas beautifully and deserve every credit for your patience, timing and consistency.”

- **Dr. Paul McGreevy, specialist in veterinary behavioral medicine at the University of Sydney, Australia**

“*Playing with Lukas* is the most unique book on training I have yet to see. Author Karen Murdock heads one of her chapters with a quote by Helen Keller, an icon of spiritual strength, ‘Although the world is full of suffering it is full also of the overcoming of it.’ This is what this self-published book is really about: how two beings who couldn’t find their place in life, finally did through each other. It’s a wonderful story of the triumph of the spirit.”

- **Mary Daniels, Dressage Today**

“Lukas is a poster boy for the potential of all horses, especially those facing bleak circumstances.

- **Kim Miller, Riding Magazine**

“*Playing with Lukas*, by Karen Murdock, is a must-read for those who love horses - or any animals. The book displays penetrating insights into the possibilities of human-to-animal friendships. Could it be that animals (such as horses) are smarter than humans may have suspected?”

- **Linda Nickerson, Examiner**



“Every once in a while a story comes along that grabs the reader and does not let go. It so happens that this book, *Playing with Lukas* is just such a book. As a former horse owner myself and a dog owner, I can relate with Ms. Murdock when she states, ‘A Horse is not supposed to do that.’ Lukas is just not any horse; he is a blessing not only to his owner, but to all who are around him and all who read about him.”

- **Miss Lynn Books-N-More**

“*Playing with Lukas* is one of those books you do not want to miss. It is well written. It is well edited. It is incredible. The photos of Karen and Lukas bring this book to life. This book is not your typical horse book. The plot is much deeper. This is a book about a horse finding where he belongs and a woman coming to know who she is. Do not miss this book.”

- **Reader’s Favorite**



“Your hard work and unique talent, and a horse no one wanted, created the opportunity to accomplish great good. You and Lukas will help many people, help their horses, and bring knowledge and happiness to everyone who experiences your work with him. Your love for this horse is now measured by those who love you.”

- **Rosemary Neeb, Director of the California Thoroughbred Breeds Association**

“Lukas may well be the smartest horse in the world but the smarter ones are those that take the time really see the magic of Karen and Lukas’ message, that time, love, patience and second chances are good for both human and equine souls.”

- **Sharla Sanders, Founder, Second Race**

“The journey that Ms. Murdock has initiated with Lukas, serves an enlightening example for how an animal-human partnering can transform not just individual lives – but whole populations- as their sphere of upbeat gentle influence wraps around a world ready to hear their teachings.”

- **Marti McGinnis, Founder, Equine Connection**

The World's Smartest Horse Now A GUINNESS WORLD RECORD HOLDER!!

THE RECORD FELT 'ROUND THE WORLD

Chino Hills, California - **Lukas**, the World's Smartest Horse (*according to The World Records Academy*) has done it!! **Guinness World Records** has officially recognized Lukas' history making achievement: "**Most numbers correctly identified by a horse in one minute.**" The seventeen year old ex-racer and former rescue met all the guidelines and identified **NINETEEN** numbers in less than sixty seconds. Karen Murdock, Lukas' owner/trainer had quite a list for her beloved gelding during the event. Guidelines for the attempt included the following:

- Qualified veterinary surgeon present.
- No equipment whatsoever to be used by the handler (including a halter) - Lukas loose and entirely free in a round pen.
- No touching or pointing by the handler or any other person.
- A single verbal request (a number) solely must be made by the handler.
- The numbers must be placed on the floor/table in front of the horse 20 centimeters apart.
- The horse must return toward center after each number and make a conclusive selection.
- Only correct responses are counted.
- Numbers spoken at random and non-consecutive.
- Two expert witnesses.
- Two expert time keepers with stopwatches accurate to 1/100th of a second.
- Static (non-stopping) filming of entire attempt and focused on attempt at all times.
- Still photographs documenting the above.

Once again, **Hadi Khalil**, veteran producer at **International Production and Advertising** was on hand to film this momentous occasion; IPA staff photographers and **Linda Alexander**

Walton generously donated still pictures. Lukas' veterinarian, **Dr. Don Scott Vrono**, assisted with overseeing the event. Expert witnesses included **Stacey Erb** and **Kathleen (Tat) Yakutis**, timers were **Chuck Erb** and **Doug Murdock**. **Dawn Mellen**, President of **After The Finish Line**, was on hand as Lukas dedicated his attempt to benefit those less fortunate. According to Murdock, "I'm very grateful for the help of so many good friends who have helped to bring this about. We're also very fortunate to have had the support of animal lovers all over the world who have sent encouraging messages and given us inspiration. I also want to express my appreciation to **Guinness** for their acknowledgement of Lukas' abilities and to Guinness Talent Manager **Louise Ireland** for her wonderful assistance.

What's next for the **Guinness World Record Holder**? Lukas plans to continue to share his message of hope and happiness for all creatures. Will there be another record attempt in the future? Lukas isn't saying yet, but he *is* practicing identifying his shapes.

<http://playingwithlukas.com/player.php?filename=documentaryHD.mp4&height=475&width=850>

“Hell, we don't care about convention here; we're trying to accomplish something!”

Thomas Edison

LUKAS - World's Smartest Horse Goes High Tech!

What's Next – His Own Blackberry?

Updated News Flash: American Consumer News, Art of Dressage, Arze Pakistan, Baltic News Network, Barnmice, California Thoroughbred Weekly, Care 2, Cowgirl Cravings, Craig's List, Discover Horses, Equestrian Magazine, Good Animal News, Happy Scampers, Hearts for Horses, Horsealicious, Horsemen's Yankee Pedlar, Horse Racing Game, Horse Sports Experts, Horse Zone, Idea Marketers, Integiant, Natural Pet Care, Opposing Views, Paulick Report, Right Pet, Sport on Horses, Sporting Post, That's Really Wild, Time Warner, Unique Daily, Wiki World, Wild Horse Sanctuary, Wopular.

Chino Hills, California --- **Lukas**, the World's Smartest Horse (*according to the World Records Academy*) and **Guinness World Record Holder**, has made it easier for producers and editors to obtain immediate footage and content of his amazing story and Guinness World Record. According to owner/trainer Karen Murdock, "With so many requests coming in from around the world, we wanted to offer a wider availability of Lukas' information, including press releases, video clips and photos for convenient access."

Once again, veteran producer Hadi Khalil, at International Production and Advertising, will facilitate sharing Lukas' message of hope and happiness for all creatures by creating an Electronic Press Kit page. "EPK's are the online promotional tool of choice for global efforts," says Mr. Khalil. "For legends like Lukas, this will provide additional support and exposure for his expanding roles." In particular, Lukas' Guinness record will be featured along with sound bites detailing his extraordinary journey from a cast-off to international celebrity status.

About Lukas

Lukas is an ex-racer and former rescue who reached world-wide acclaim within months of his You-Tube debut in 2009. His touching story has spread to fifty-seven countries with over **one million** visitors to his web-site, and his media links continue to grow. Lukas has been on **NBC, CBS, ABC, CNN, HLN** and **Inside Edition**, and in feature articles released by the **Associated Press** and **America Online**. His journey has been heard on **Pet Talk Live Radio, Pet Life Radio, Pet Place Radio, All Paws Pet Talk Radio, RFD- Radio** and the **Horse Radio Network**, among many others. Lukas was nominated for the **2010 Equine Vision Award** sponsored by **American Horse Publications** and **Pfizer** and a star on the **Hollywood Walk of Fame**. Also, he received a certificate of recognition for his accomplishments from **California State Assemblyman Curt Hagman**. Murdock and Lukas are dedicated to sharing hope and happiness for those less fortunate.

Lukas' EPK link: <http://playingwithlukas.com/Guinness.php>

What Do Lukas, Lucille Ball and the Muppets Have in Common?

They've All Been Nominated for a Star on the Hollywood Walk of Fame!

Chino Hills, California --- **Lukas**, the World's Smartest Horse (according to the World Records Academy) and Guinness World Record Holder, has been nominated for a star on the renowned **Hollywood Walk of Fame!** According to Karen Murdock, Lukas' owner/trainer, Lukas' category is Performance (apparently there wasn't one for best smile). Lukas would be the first horse selected and would join dogs Lassie and Rin Tin Tin, if chosen.

Trivia question: But what about Trigger? (See answer below)

Nominee's Qualifications:

Lukas has appeared on NBC, CBS, ABC, CNN, HLN, and Inside Edition, as well as in feature articles released by the Associated Press and America Online. His story has been heard on Pet Talk Radio, Pet Talk Live Radio, Animal Talk Radio, and the Horse Radio Network, among others. Lukas has been recognized as the World's Smartest Horse by the World Records Academy and is a Guinness World Record Holder for: "Most numbers identified by a horse in one minute: 19." In addition, Lukas was recently presented with an award certificate for his accomplishments from California State Assemblyman Curt Hagman. And, his web-site has been visited by over one million friends from fifty-seven countries.

List of Contributions to the Community and Civic-Oriented Participation:

Lukas has performed to benefit non-profits including T.R.O.T.T. (Training Racehorses Off-The-Track), C.A.N.T.E.R. (Communication Alliance to Network Thoroughbred Ex-Racehorses), the C.T.B.A. (California Thoroughbred Breeders' Association) and After the Finish Line. Also, Murdock donated Lukas' training model to H.E.A.L. (Human Equine Alliance for Learning), – an equine therapy practice specializing in trauma victims. Lukas has also been invited to join the ranks of the Wounded Warriors Program, and Murdock has volunteered her techniques at the International Certified Horsemanship Association Conference. Lukas' spectacular documentary, detailing his journey from a racetrack reject to Internet stardom, is posted on his web-site and his free training videos are highly popular and appeal to a broad audience.

Trivia answer: Although Trigger's hoof-prints lie alongside Roy Rogers' in front of Grauman's Chinese Theatre on Hollywood Boulevard, the palomino isn't officially listed as a star recipient.

According to the Hollywood Walk of Fame Nomination for the 2011 Selection Committee:

I, the undersigned, Lukas, do hereby gladly accept the nomination put forth on my behalf for a star on the famous Hollywood Walk of Fame.

If selected, I will participate in person/horse at the star dedication ceremony.

The big gelding, also known for his hat collection, is looking for proper formal attire.

Contact Information

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Logos, graphics and photos can be found at our website at PlayingWithLukas.com/Media_Press.php.

[Stay connected with Lukas & Karen!](#)

LUKAS THE WORLD'S SMARTEST HORSE

ACCORDING TO THE WORLD RECORDS ACADEMY!

Lukas is a rescued ex-racehorse who has achieved international acclaim for his amazing abilities. He is able to nod yes, shake his head no, pose, give dry and wet kisses, fetch, be blindfolded, catch, yawn, salute, Spanish Walk, stay and come, jambette, curtsy, passage, bow, cross his front legs, lay down, put his feet all together, play hide and seek, act lame, push a cart and rear.

His cognitive tasks include: identifying numbers, letters and shapes, discriminating colors, object permanence, spatial relationships, same/different, proportion and absentness.

Lukas' bond with Karen Murdock his owner/trainer has captured the world's heart. Their new book "*Playing With Lukas*" recounts a love story between a horse and his best friend. Lukas' documentary is available for viewing on his website.

Visit Lukas at

www.playingwithlukas.com
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www.twitter.com/playingwlukas

As seen on CNN, ABC,
NBC, CBS, HLN, INSIDE
EDITION and featured in
the Associated Press!

