CHEVY'S GIVING MORE
2011 Traverse LS FWD
Low mileage lease example for qualified lessees
$289 /month FOR 39 /month $2,299 Due at signing
$395 Termination Fee. No security deposit required. Mileage charge of $.18/mile over 39,000 miles. Tax, title, license and dealer fees extra.
LEARN MORE
Example based on survey. Each dealer sets its own price. Your payments may vary. Payments are for a 2011 Traverse LS FWD with an MSRP of $29,999. 39 monthly payments total $11,236. Option to purchase at lease end for an amount to be determined at lease signing. Lessor must approve lease. Lessee pays for maintenance, repair and excess wear. Not available with other offers. Residency restrictions apply. Take delivery by 1/3/11.

Horsing around

Website encourage children to learn about equine science

BY JEFF WEBER • STAFF WRITER • JUNE 10, 2010

Enter to WIN a $500 American Express Gift Card!
Just by signing up for Daily Deal!
Enter your email address...
Subscribe to the Middlesex Daily Deal
Subscribe to the Somerset Daily Deal
Sign Up!
Get 50% to 90% off at local businesses!
dailyDeal

Lord Nelson, a 37-year old American quarter horse who used to be ridden by the Rutgers University mascot at football games, is the focal point of a new website developed by Rutgers' Equine Science Center. (PHOTO: MONICA THORS)

Lots of children love horses — but how much do they know about them?

Rutgers University's Equine Science Center is hoping the new "Equine Science 4 Kids!" branch of its website entertains and educates kids — especially those searching for 4-H clubs and fairs this summer.

"It's a very, very popular website, and I believe kids are the future," said Karyn Malinowski, the director of the Equine Science Center, located on Cook Campus. "You can teach parents through children — that's the old 4-H model for the last 100 years — and the horse program is still the most popular 4-H program of all."

Leading the charge of the website, which was created by public relations specialist Tiffany Cody and debuted April 5, is Lord Nelson — a 37-year-old American quarter horse who was ridden by Rutgers' Scarlet Knight mascot during football games until "retiring" in 2000.

Lord Nelson, who is stabled 45 miles away in Wrightstown but remains quite active, virtually walks kids — the target group is children and teens 10 to 14, according to Cody — through three sections of the site: health and nutrition, exercise physiology and relation to the environment.

"We wanted it to be unique and focus on what we do here at the Equine Science Center, not just for boys who love horses and girls who love ponies," said Malinowski, who has worked with Lord Nelson for the past 32 years. "It's about science, and that's what makes us totally unique. Everything we do here is about the well-being of the horse."

The crown jewels of the site right now are a video featuring a horse riding a giant treadmill while breathing into what looks like an oversized feeding tube and a blog "written" by Lord Nelson himself.

"The horse loves to work and loves to perform," said Malinowski, pointing out that Lord Nelson would be 111 in human years. "Horses love to work out. They're just active animals."

The center, which is part of the New Jersey Agricultural Experiment Station at Rutgers and the statewide Rutgers Cooperative Extension, hopes to unveil a new portion of the website — a virtual tour of the expansive Ryders Lane Farm — on July 1.

The tour will allow kids to take quizzes, submit questions, win prizes and actively participate with Lord Nelson's ever-growing fan club, which presently has a little more than 300 members from all over Central Jersey, Pennsylvania and even as far away as Texas.

Cody and Malinowski expect the website to be a success, especially considering the center's main site, www.esc.rutgers.edu, received more than 3 million hits last year and is continually being developed in part by interns such as animal science majors Ryan Avenatti and Kelly Vandermark.

"I think the Lord Nelson program is an incredibly unique way of getting kids interested in equine science, which can be confusing," said Vandermark, a South Brunswick native who will be a junior this fall at Rutgers. "It really puts into laymen's terms what we are doing and gets kids in the community involved. You've got to keep kids interested, and we seem to be doing that."

Jeff Weber: jweber@MyCentralJersey.com.

In Your Voice | **READ REACTIONS TO THIS STORY**

Flyerboard

Local advertising by PaperG

EMAIL ALERTS

Subscribe to our **Breaking News** newsletters.
View a sample

» Go to newsletters page.

More My Life Headlines

Vulnerability out of brightness: a lesson for Hanukkah

TALE OF A GENERATION

Potpourri of furnishings make living room unique

Habitat for Humanity invites women to build a better future

Gingerbread houses create spectacular holiday centerpieces

Latest Headlines

Have you seen me? Help authorities locate missing NJ residents

White House presses Congress for jobless benefits (7)

Lawsuit says Ill. police tortured dad's confession

NYC mayor: Obama has broken campaign promises (5)

Real estate developer admits money laundering (2)

Flyerboard

Local advertising by PaperG

ADS BY PULSE 360 Get Listed Here

Hightstown: Mom Eliminates Credit Card Debt

Newest first

You must be logged in to leave a comment. Login | Register

1000 characters left

Submit

Read Report How a Hightstown: Mom Filled out simple Debt form to get Help
www.channel7wbc.com/debt

Mortgage Rates Hit 2.67%
If you owe under $729k you probably qualify for Obama's Refi Program.
www.SeeRefinanceRates.com

"Six Sigma" Certification
Classes Start Monthly–100% Online–From Villanova
www.VillanovaU.com

Most Recommended Articles

UPDATE: Family, friends mourn South Brunswick family killed in Kentucky crash (26)

Asperger's Friends of Hunterdon County offers socializing, housing and employment help (5)

Cops pursue bank robbery suspect in Middlesex County (4)

Two carjacked at gunpoint outside Linden TGI Friday's (4)

Indictment dismissal denied for one of 3 accused in Bridgewater sex assault, slaying (3)

Most Commented Articles

CON: Seek alternatives to 'superschool' concept (296)

Melee erupts at Irvington anti-violence rally (52)

GOP cares little about unemployed (32)

UPDATE: Christie administration will file lawsuit to fight $271 million tunnel bill (31)

Religion in schools? Not a matter of choice (31)

Copyright ©2010
Use of this site signifies your agreement to the Terms of Service and Privacy Policy , updated September 2010.