PONY Book Club Announces New Online Store

_PONY-the #1 book club for children who love horses and ponies announced the launch of their new online bookstore._

(PRWEB) June 2, 2010 -- Pony-the #1 book club for children who love horses and ponies announced the launch of their new online bookstore.

Pony has decided to re-launch the book store in response to numerous emails and phone calls from its members and others. The Pony store features your favorite horse series, fiction and audio books plus horse themed-DVDs, computer games, apparel, crafts, gifts, posters, magical cards – it’s all about horses, riding and pony care.

One of the members wrote on Pony's website regarding the opening of the bookstore:

“Sounds terrific! Our daughter loves PONY and since we are unable to give her riding lessons, it is a good way for her to stay connected to horses and all things horsey. Thanks for everything!”

Inland NW mom

Pony book club is all about the love and passion for horses and ponies and the joy of reading. Children who discover the joy of reading at a young age develop their vocabulary, creativity and concentration skills.

About Pony
Pony is the biggest book club devoted to horses in the world. Pony is dedicated to creating the highest-quality horse book club for horse-loving youngsters - whether they own a horse or just dream about them. Pony Members receive Monthly Pony Packages that include books, an issue of Pony magazine written for and by our members, plus other horsey gifts and surprises. Plus, members always receive 20% off in the online bookstore.

Stabenfeldt International
The first horse book club was founded in 1982 and is today available in all Stabenfeldt markets; Norway, Sweden, Finland, Germany, Austria, Switzerland, USA, Czech Republic and Hungary.

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Online Web 2.0 Version
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