



## Ten Ways “American Idol” and The Trail of Painted Ponies are Similar

It's a coincidence that “American Idol™” returns to TV for its 10th season at precisely the same time that The Trail of Painted Ponies, in celebration of its own 10th anniversary, has announced a Call for Designs for a National Painted Ponies Art Competition. But look beneath the surface and the common elements don't stop there. Here are ten other similarities:

- 1) Both “Idol” and The Trail hark back to a traditional show-biz format introduced in the early days of radio and television: the talent show.
- 2) With both, an unprecedented opportunity to take center stage – with accompanying promotional and financial benefits - is offered to gifted amateurs.
- 3) Performances are graded by a panel of judges, but in the modern, digital age, the final results also take into consideration online voting by the American public.
- 4) The presentations are “family-friendly” with cross-generational appeal.
- 5) Just as “Idol” is a phenomenon that delivers stellar ratings, The Trail of Painted Ponies has become the gold standard for horse figurines in the gift-and-collectible marketplace.
- 6) A new book has just come out about “American Idol™,” while The Trail of Painted Ponies is one of the only collectibles that has had entire books dedicated to it.
- 7) Winners of both competitions have become “Stars” with a public following.
- 8) Just as “Idol” strives to keep the franchise fresh by bringing in new judges, The Trail makes efforts to maintain the element of surprise in its collectible line – through ever-inventive designs that are introduced every three months, by adding new horse forms for artists to paint, and by continuing to give people different ways of loving horses.
- 9) Both “Idol” and The Trail find ways of involving celebrities – Jennifer Lopez and Steven Tyler in “Idol's” case, Ali MacGraw, Tony Curtis, Barbara Eden and Dolly Parton in the case of The Trail.
- 10) Neither “Idol” nor The Trail are so consumed by their success that they forget to give back to others less fortunate: “Idol” dedicates one show each season to raising money for charity, The Trail has generated over a million dollars for a variety of animal, arts, environmental and cultural organizations, and continues to donate a portion of its income to deserving not-for-profit organizations.

With this in mind, we invite you and anyone you know who aspires to be an “American Art Star” to [Click Here](#) for details about our worldwide talent search for the next Painted Ponies Artists.

Happy Trails,

The Trailmaster