



Meet Mustang Maddy

A lifelong equestrienne, Madison Shambaugh's, world was rocked when she encountered her first mustang in 2013. Captivated by the their heart, mind and innate freedom, "Mustang Maddy" has made it her life's mission to raise awareness for the plight of America's wild horses and showcase the mustang as a talented breed that's perfect for riders of all backgrounds.

"There is nothing quite like the bond you can create between a once-wild horse and a human; the patience and complete trust it takes to build that relationship is incredible," Maddy said.

Oftentimes, the public perception of mustangs is negative—that they're unusable, castaways or even "range rats"—but Maddy is on a mission to shine the light on the unlimited talents these horses possess; videos of her bareback and bridleless freestyle performances with multiple mustang partners have been viewed millions of times.

Together with her liberty team of formerly wild mustangs—and accompanied by a unique herd of zebras—Maddy travels the country to share her training methods and advocate for wild horses.

As a clinician, Maddy crisscrosses the country to educate horsemen and women about her "5 Golden Rules" that shape her interaction and training with horses of all kinds. Using Maddy's method, horse lovers can enjoy stronger relationships with their horses for recreation, barrel racing and liberty training.

Wherever she goes, Maddy's message rings true: every horse has a potential for greatness; it is up to us to help them reveal it.

Seeing Stripes

In her quest to fully understand wild horse behavior, Maddy added some stripes to her herd—Grant's zebras Zena and Zeus.

Zebras are an undomesticated species that sometimes reacts dramatically different than wild or domesticated horses. Still, careful observation and application of Maddy's Five Golden Rules have helped the horsewoman develop a bond with the zebras and create the first-ever zebra liberty team.



“Most horsemen would agree that zebras—an undomesticated species—are untrainable, but that’s not true,” Maddy said. “With understanding of their nature and pushing beyond what’s perceived to be possible, we can accomplish anything; I hope that’s a message that rings true both in and out of the horse world.”

Zebras help the mustang’s cause, too, as interacting with Zeus and Zena requires the public to meet the wild horses, too. While Maddy doesn’t advocate zebra ownership for the average horseperson, she’s able to showcase the abilities and temperaments of mustangs through the zebras’ popularity.

Teaching Others

There are plenty of clinicians in the world, but where Maddy excels most is in her clear and effective teaching style.

Keenly aware of the need to communicate with humans in order to help train horses, Maddy pursued a degree in general communications from Purdue University in West Lafayette, Indiana, before taking to the road with her mustangs in tow; Maddy currently balances her unique work with school to complete her degree while traveling.

Whether educating in person, in print or online in her exclusive Academy membership, Maddy delivers clear, effective instruction to her followers. Maddy’s teachings are built on a strong foundation of easy-to-grasp 5 Golden Rules, which help break down even the most challenging training problem into understandable steps. Followers learn the how and—perhaps more importantly—the why behind Maddy’s training techniques.

Those same skills help Maddy educate her loyal—and ever-growing—fan-base about the meaningful products and companies that support her on her journey.

Accomplishments

Madison also shines in competition. She’s received the following accolades:

2015 Extreme Mustang Makeover Young Guns (Youth) Champion

2015 Extreme Mustang Makeover Rookie Champion

2015 Extreme Mustang Makeover Fan Favorite

2015 Extreme Mustang Makeover Freestyle Champion

2016 Extreme Mustang Makeover Freestyle Champion



2017 Mustang Magic Freestyle and Overall Champion

Testimonials

Fans are raving about Maddy. Whether advocating for America's mustangs or helping fellow horsemen succeed with the 5 Golden Rules, Maddy is an outstanding leader and role model.

"[The video you] shared made a tremendous difference for me. To see that even you—with your experience, knowledge and skill—still experience things not always going as planned was so valuable. To see you hit an obstacle or self-doubt but then problem-solve and persevere lets us know that it's not just happening to those of us with less experience/skill, and we can persevere as well. The 'realness' of this journey we are following you on is beyond helpful." —Donna S.

"Maddy has inspired me in a big way. I just got my mustang, Solmi, for my first Extreme Mustang Makeover. I'd see all these other trainers look at me and count me out and get discouraged, but then I'll watch Maddy and I know I can do it. Thank you so much for all that you do."—Alicia I.

"I love your videos, particularly the short little bursts. Thanks so much for sharing your knowledge, Madison. I've learnt more from watching your training than I have from any other resource."—Karla

"Such a great [Barrel Racing Naturally] clinic. I've been to lots of different barrel racing clinics that usually use "quick fix" ways to help with the barrel pattern. Madison takes a different approach and looks at the foundation of both the horse and rider. With this method I have already had more success with my patterned horse. Will definitely attend again!"—Mallory

"Thank you Madison for letting me fall in love with my horse again. I was feeling like I was at a dead end with a blown up barrel horse. By the end of this clinic she was loping the pattern on a loose rein which I never thought was possible. Taking us back to being a horse and rider together before the pattern made all the difference. I cannot thank you enough and cannot wait to attend again!"—Laura

Contact:

1-800-971-3880 or 260-438-3191



info@mustangmaddy.com

Links:

Instagram: @mustangmaddy

Facebook: facebook.com/madisonshambaugh

Website: <https://www.mustangmaddy.com>