

## **Peterson & Smith Equine Hospital Announces Launch of Re-Branding with a New Look and Continued Commitment to Equine Care**

**January 6, 2021 OCALA**, Florida – Peterson & Smith Equine Hospital, a leading equine veterinary practice located in the Ocala area, announced the launch of a new brand.

As part of the rebranding, Peterson & Smith Equine Hospital will now be recognized by a new name, **Peterson Smith**. The company is also refreshing its image to reflect the professional relationship it shares with its clients and the community through a new updated logo and website. The new website will showcase the diverse service options Peterson Smith provides to support the complete care of equines, which includes ambulatory care, surgery, internal medicine, emergency services, sports medicine, advanced fertility services and an on-site laboratory. Peterson Smith would like to encourage everyone to explore the new website at [www.petersonsmith.com](http://www.petersonsmith.com).

For the past 40 years, Peterson Smith has formed a strong reputation in the community. As the local equine demographics have changed, Peterson Smith has expanded its services to serve the distinct veterinary needs of the Marion County equine industry. The practice offers extensive services ranging from preventative and routine care to specialized emergency and reproduction services. The new brand reflects Peterson Smith's continued commitment towards providing excellence in comprehensive equine care to a diverse equine industry.

“We’ve built a solid reputation of quality care over many years. Based on our long-term history and reputation, we decided the right strategic move for us was an evolution of our name instead of a complete name change. Our new tagline, Equine Hospital + Complete Care, is intended to highlight the true scope of our practice’s ability to provide comprehensive care for any horse. It is imperative that our brand is reflective of our professional commitment and the diversity of care we provide to every segment of the equine industry,” said Jose Madera, VPO of Peterson Smith. “While our commitment to high quality care remains unchanged, we felt a refresh of our brand was necessary to better communicate our story and expand our reach within the equine industry.”

From the barn aisle to the show ring, from the sale barn to the ICU and surgical suite, Peterson Smith is here to provide the complete care you horse needs.

### **About Peterson Smith**

In 1981, Drs. John Peterson and Johnny Mac Smith founded the practice to provide the best and most personalized care to horses in the region. For 40 years, Peterson Smith has remained committed to that ideal, investing in the training, technology, and the people it takes to deliver specialty and ambulatory care where and when it is needed.