



FOR IMMEDIATE RELEASE
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Contact: AHA
303.696.4500

Time to Ride Challenge Association Program (CAP) More Than Doubles in Size

Contact – Christie Schulte

christie@timetoride.com

512.591.7811

(19-APRIL-17) – AURORA, COLO. – Associations united for another year of rewarding Challenge Hosts with additional cash and prizes for connecting the greatest number of people to horses.

The 2017 Time to Ride Challenge is shaping up to be the best Challenge yet, due in part to the overwhelming response of industry breed and discipline organizations joining forces with the contest. The Challenge will award \$100,000 in cash and prizes to horse professionals who can generate the most “newcomer” interactions with horses, and bring them back for a follow-up experience to encourage further participation. A plethora of breed, discipline, and professional organizations have partnered with Time to Ride to substantially grow awards available to Challenge Hosts.

Marketing Alliance Members participating in the CAP are American Quarter Horse Association and US Equestrian, as well as Marketing Alliance Program Partners American Paint Horse Association, Mustang Heritage Foundation, and National Reining Horse Association. Thirteen other organizations have joined forces to provide their members with additional cash and prizes: American Saddlebred Horse Association, Appaloosa Horse Club, Arabian Horse Association, Paso Fino Horse Association, Certified Horsemanship Association, Carriage Operators of North America, Interscholastic Equestrian Association, Michigan State Horse Council, North Carolina State Horse Council, Pinto Horse Association of America, United States Dressage Federation, United States Pony Club, and Wisconsin State Horse Council. Each group will award prizes to the member(s) of their association who do best in the Challenge.

There are no restrictions regarding how much an organization can award their participants! From trophy spurs to thousands of dollars in cash, the sky's the limit. These awards are available to members of each organization in addition to the \$100,000 in cash and prizes up for grabs when they participate as Hosts in the Time to Ride Challenge!

“I’ve been overwhelmed and excited by the number of organizations that want to participate in the Challenge Association Program,” says program coordinator, Sara Palacios. “This program is a great opportunity to increase exposure of each breed or discipline, not to mention another way for

ARABIAN HORSE ASSOCIATIONSM

10805 East Bethany Drive | Phone 303-696-4500
Aurora, Colorado 80014 | Fax 303-696-4599
www.ArabianHorses.org | info@ArabianHorses.org



organizations to directly support their members' outreach efforts. They are all taking great ownership of the program and running with it. We hope to continue to grow the Challenge Association Program.”

Since 2014, Challenge participants have introduced almost 100,000 new people to horses through beginner-friendly events, and the demand for the horse only continues to grow. Time to Ride looks to partner with organizations that value growth of the industry, exposure to different horse breeds and sports, and inclusiveness of entry-level riders in order to meet this demand. To learn more about participating in the Time to Ride Challenge Association Program, please contact info@timetoride.com. Stables, clubs and businesses are also invited to sign up for the 2017 Challenge by visiting timetoride.com. The Challenge begins May 1st and is free to enter. Upon registration a user can specify which organization he/she is a member of to become eligible for the additional prizes. To learn more visit the website or contact info@timetoride.com.

The American Horse Council's Marketing Alliance

Time to Ride is an initiative of the American Horse Council's Marketing Alliance, formed to connect people with horses. It is designed to encourage horse-interested consumers to enjoy the benefits of horse activities. The AHC Marketing Alliance is made up of the following organizations: American Association of Equine Practitioners, Active Interest Media, American Quarter Horse Association, Farnam, Merck, Merial, Morris Media Network Equine Group, Purina Animal Nutrition LLC, Platinum Performance, The Right Horse Initiative, US Equestrian, and Zoetis. Program Partners are Absorbine, American Paint Horse Association, ASPCA, Equibrand, National Reining Horse Association, Lumina Media, America's Mustang Campaign, and Colorado State University Equine Sciences Program.

About the American Horse Council

The American Horse Council is a non-profit organization that includes all segments of the horse industry. While its primary mission is to represent the industry before Congress and the federal regulatory agencies in Washington, DC, it also undertakes national initiatives for the horse industry. Time to Ride, the AHC's Marketing Alliance to connect horses and people, is such an effort. The American Horse Council hopes that Time to Ride will encourage people and businesses to participate in the industry, enjoy our horses, and support our equine activities and events. The AHC believes a healthy horse industry contributes to the health of Americans and America in many ways.

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AHA is a major equine association serving 84,000 Arabian, Half-Arabian and Anglo-Arabian horse owners across North America. AHA registers and maintains a database of more than one million Arabian, Half-Arabian and Anglo-Arabian horses. AHA produces championship events, recognizes over 400 Arabian horse shows and distance rides and provides activities, education, and programs that promote breeding and ownership.

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