



FOR IMMEDIATE RELEASE
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Time to Ride Winners Announced

(09-November-17) – AURORA, COLO. – [Time to Ride](#) is an initiative of the [American Horse Council's](#) Marketing Alliance designed to connect new people to horses and grow participation across the entire horse industry. For the second year in a row, the [Arabian Horse Association](#) (AHA) partnered with Time to Ride on its largest program, the [Time to Ride Challenge](#). The Challenge offered \$100,000 cash and prizes to the stables, clubs, and businesses who introduced non-riders to horses and riding. AHA offered an additional \$5,000 JUST for members of AHA who competed in the Challenge! The Challenge opened on March 1, and took place from May 1 through September 30. Overall, over 22,152 new people were introduced to horses for the first time through the Challenge.

The Challenge was broken up into two phases (*verbiage from Time to Ride website*):

Phase I Experience:

A beginner-friendly occurrence at a Challenge Event in which a Newcomer experiences a minimum of three (3) minutes observing, riding, grooming and/or interacting with a live horse (“Phase I Experience”). The Host must provide a knowledgeable and experienced horse handler to facilitate the Phase I Experience. Any Phase I Experience will be at the discretion of the Host and must be conducted at the Host’s expense. All Phase I Experiences must be beginner-friendly and involve healthy, safe and suitable horses, safe and suitable equipment, and be held in a clean and safe facility and controlled environment with an emphasis on the safety and inexperience of any Newcomer.

Follow-up Experience and Phase II Period:

A Follow-up Experience (“Follow-up Experience”) is an individual riding lesson, ride, or ground work session lasting a minimum of thirty (30) minutes with a live horse and a Newcomer that participated in a Challenge Event. Follow-up Experiences must occur between May 1, 2017 and September 30, 2107; however, a Newcomer’s Follow-up Experience may not occur on the same day as their Phase I Experience. A Follow-up Experience may involve two to four participants, such as a group lesson, and if so must be a minimum of sixty (60) minutes in duration. The objective of a Follow-up Experience is to convey the benefits of horse involvement and encourage Newcomers to become regularly involved with horses, through riding or other activities.

There were quite a few Arabian horse barns that joined the Challenge and introduced numerous new people to the horse industry. In the overall division competition (small, medium, large), Arabian horse barns placed as followed:

Small Division

- Heavenward Farm and Horsemanship placed second in Phase I and tenth in the most experiences for Phase II.
- The Cowboy Trading Post placed sixth for Phase I.

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Medium Division

- Rusty Bar Ranch placed third overall.

Large Division

- No Arabian horse barns in the large division

For the Association competition division and the chance to win additional prize money totaling \$5,000 from AHA, barns placed as follows:

- [Heavenward Farm and Horsemanship](#) in Morrow, Ohio - 638 newcomers - receiving an additional \$3,500 from AHA
- [Rusty Bar Ranch](#) in Roy, Wash. - 634 newcomers - receiving an additional \$1,500 from AHA
- The Cowboy Trading Post - 463 newcomers
- [Northfield Farm LLC](#) - 193 newcomers
- [Reno-Tahoe Equestrian Centre](#) - 78 newcomers
- [Taylor Ranch](#) - 31 newcomers
- [Cannon Equine Instruction](#) - 22 newcomers

Thank you to everyone that participated in the [2017 Time to Ride Challenge](#) and introduced a total of 2,059 newcomers to our industry. It is individuals like YOU who help grow our beloved industry and are the reason we can keep doing what we do. We can't wait to see what 2018 Time to Ride Challenge looks like and how many more newcomers can be introduced to the Arabian horse.

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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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