



FOR IMMEDIATE RELEASE  
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## The Arabian Horse Association and Certified Horsemanship Association Form Educational Alliance

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**(17-April-15 – AURORA, CO)** – The Arabian Horse Association (AHA) is thrilled to announce its recent Educational Alliance partnership with the [Certified Horsemanship Association](#) (CHA).

CHA is a 501(c)3 nonprofit that strives to teach and promote excellence in safety and education for the benefit of the entire horse community and industry. By certifying instructors, accrediting equine facilities, and producing educational conferences and resources such as horsemanship manuals, DVD's, safety videos, webinars, blogs and more, CHA strives to "change lives through safe experiences with horses" (CHA Website, Mission Statement).

"Many of our CHA equine facilities and individual instructors have Arabians and Half-Arabians as lesson horses," says Christy Landwehr, Chief Executive Officer for CHA. "We are thrilled with this Educational Alliance Partnership with the Arabian Horse Association to help spread the word to AHA professionals about the benefits of becoming certified and having their facilities accredited and to those AHA members just getting started in the horse industry to have access to the CHA online directory ([www.CHAinstructors.com](http://www.CHAinstructors.com)) to help guide them to that first of many safe, effective and fun horse experiences near them."

Through the alliance with CHA, AHA members will find numerous benefits. These benefits include access to CHA's accredited riding facilities and certified instructors. CHA also provides opportunities for Arabian barn owners and lesson programs to become accredited, helping them to market themselves and earn possible insurance discounts. The Arabian breed will also benefit as a whole, receiving promotion through CHA on some educational materials, educational videos and programs throughout the year.

"We are excited to offer this partnership with CHA as a benefit to our members," says Julian McPeak, AHA Director of Marketing. "We really hope that our members who own and run riding facilities geared towards amateurs and youth will utilize CHA as a resource and reap the many benefits and educational opportunities that they offer. The promotion for the Arabian breed, showing their gentle nature and ability to interact with all ages and riding levels is great too!"

AHA will promote CHA through their website, social media, e-blasts and the magazine articles, encouraging members to take advantage of their tools and educational resources. AHA members who become CHA accredited and are an AHA Discovery Farm and Learn to Ride program instructors, will be recognized and searchable by the general public upon completion of AHA's new website.

To learn more about CHA and their accreditation and certification programs, visit [www.CHA-ahse.org/](http://www.CHA-ahse.org/). AHA is excited for all that is in store for their members through this Educational Alliance.

### ARABIAN HORSE ASSOCIATION<sup>SM</sup>

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