



FOR IMMEDIATE RELEASE
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AHA Gears Up for 'Celebration of the Arabian Horse Month' During the Month of May

(07-May-16) AURORA, COLO. – The Arabian Horse Association (AHA) is excited to announce that the second annual 'Celebration of the Arabian Horse Month' will be in May 2016. This is a time for Arabian horse enthusiasts to share in their communities the wonderful, intelligent and beautiful Arabian breed.

AHA challenges members, clubs and regions to host at least one outreach event during the month of May in their area. Designed as a grassroots marketing initiative, Arabian Horse Month encourages local members and clubs, who have the best access to people in their area, to reach out to all walks of life and introduce them to the magic of the Arabian horse.

To help create awareness and lead the initiative, AHA has chosen three events to participate in during the month of May. The first event, the [Furry Scurry](#), the AHA staff and their dogs will walk in a fundraiser to help support homeless equines. The next event, AHA staff, along with real jockeys, will head to the [Aurora - Children's Hospital Colorado](#) to do arts and crafts with the kids. For the last event, AHA is partnering with a local open horse show to bring awareness to the Arabian horse breed during the show. An Arabian horse exhibition class will be featured to show the versatility of the Arabian horse.

AHA has created an [outreach toolkit](#) as a helpful guide that is full of wonderful ideas and initiatives that clubs and regions have done that can be considered outreach and marketing for the Arabian breed. These include activities such as participating in a youth therapy program, an after school program for barns, events that members can host at a show, holiday ideas and so much more!

To foster the greatest amount of coverage and awareness for your event, sign up your Arabian horse event with the Time to Ride Challenge. Time to Ride is "an initiative of the American Horse Council that increases awareness of and interest in horse-related activities." To learn more about the program, visit www.timetoride.com.

The outreach toolkit also includes information on how to give a successful [Total Arabian Interactive Learning \(T.A.I.L.\)](#) tour, becoming a [Discovery Farm](#), social media tips and ideas for generating new membership! During May, AHA will support member's outreach initiatives by providing promotional material (at just the cost of shipping) to give out for **FREE** at the event!

We want know how what you did for the 'Celebration of the Arabian Horse Month.' Share pictures and stories of your event by emailing us at mediainfo@arabianhorses.org or using #ArabianHorseMonth on social media.

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ARABIAN HORSE ASSOCIATIONSM

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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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