



FOR IMMEDIATE RELEASE
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Contact: AHA
303.696.4500

Time To Ride Announces 2018 Challenge

FROM TIME TO RIDE:

Time To Ride® is pleased to announce that the popular Time To Ride Challenge is on for 2018! The purpose of the Challenge is to support individual equine businesses and organizations in attracting newcomers to horses by hosting an event at their facility. This grassroots approach gives barn owners the opportunity to grow their business by introducing non-horsey people to the beauty and benefits horses bring to our lives, while simultaneously growing the horse industry overall.



Each Time To Ride participating barn and organization (host) is provided with direct marketing support to promote a one-day event for newcomers. The support includes marketing materials that the host barn can use locally, and suggestions for holding a successful event. New this year, Time to Ride will implement and pay for a personalized digital marketing campaign specific to the host's event and location for the first 100 barns that enroll as hosts, investing \$500 in each campaign.

Time To Ride will once again award cash and other prizes to participating barns who introduce the most newcomers to horses. There will be two phases to the Challenge again this year: Phase 1 - Acquisition and Phase 2 - Activation, with prizes awarded for both phases. During the Acquisition phase, host barns hold one-day events for newcomers. For the Activation phase, hosts invite participants from the Acquisition phase to return for a more in-depth horse experience, such as a riding lesson.

Host enrollment for the 2018 Time To Ride Challenge opens May 15. The Acquisition phase dates are June 1 – November 15, and the Activation phase is June 15 – December 15. The dates for both phases have been extended to take advantage of the opportunity to work with Scouts, faith-based and other groups that typically have a hiatus during the summer months, as well as accommodate the hotter climates in the southern tier of the country.

For more information, please visit TimeToRide.com, email info@timetoride.com, or call 512-591-7811.

About Time To Ride

Time To Ride is managed and funded by the American Horse Council Marketing Alliance. The Marketing Alliance was founded by a consortium of equine-related corporations and organizations to encourage and support the growth of the U.S. horse industry. Current members of the Marketing Alliance include: Active Interest Media, American Association of Equine Practitioners, American Horse Council, Boehringer Ingelheim, Farnam, Merck, Morris Media Network, The Right Horse Partnership, Platinum

ARABIAN HORSE ASSOCIATIONSM

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



Performance, Purina, US Equestrian, and Zoetis. Additional support is provided by Absorbine, American Paint Horse Association, American Society for the Prevention of Cruelty to Animals, Colorado State University, Equibrand, *Horse Illustrated* and *Young Rider*, and National Reining Horse Association.

For more information contact Molly O'Brien, Time To Ride Program Manager:
mobrien@martinoflynn.com; 413-246-8757.

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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 392 Arabian horse shows and distance rides and provides activities, education, and programs that promote breeding and ownership.

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