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Certified Horsemanship Association Brings In Fourth-Largest Number of Newcomers in Time to Ride Challenge

(April 2017) – The Certified Horsemanship Association (CHA) has been a proud supporter of the Time to Ride Initiative since its inception, which is an initiative operated by the American Horse Council’s Marketing Alliance with the goal of connecting, or reconnecting, people with horses in their local area. The Time to Ride Challenge is a competition in which facilities hosted any number of events they wish during a specified time frame in order to introduce new people to horses, equine activities, and to bring in new leads for their equine businesses or clubs. These newcomers have had little to no experience with horses, but through the Challenge, they get to enjoy a hands-on introduction to horses and riding. Cash and prizes totaling \$100,000 are awarded to those Time to Ride Host Sites in three competitive divisions who bring in the most newcomers.

Last year, CHA members stepped it up in a big way, bringing in the fourth-largest total number of newcomers to the horse industry in the 2016 Time to Ride Challenge. CHA Challenge participants brought in 4,782 total newcomers, behind U.S. Equestrian’s 5,068 newcomers, the American Paint Horse Association’s 6,733 newcomers, and the American Quarter Horse Association’s 6,799 newcomers. Overall, the 2016 Time to Ride Challenge introduced 28,175 new enthusiasts to horses. In addition, out of the participating associations, CHA participants, on average, also brought in the second highest number of newcomers per active host site with an average of 398 newcomers per site.

CHA encourages all of its members who can join the challenge as a host site to enter the Time to Ride Challenge this year. And for members who do not own or run a business, there is always the option to volunteer at an event in your local area.

In addition to prizes provided by Time to Ride, CHA presents awards to the highest-placing CHA members in the Time to Ride Challenge. To win a CHA Award in the Time to Ride Challenge, participants must be a current CHA certified instructor or program member.

Now in its fourth year, the Time to Ride Challenge will incorporate two phases in 2017—one which focuses on introducing newcomers to horses and the other focuses on inviting Phase I

newcomers back for a more in-depth horse experience. This year Phase I of the Challenge runs from May 1, 2017 to August 31, 2017; Phase II continues through September 30, 2017.

CHA's involvement with Time to Ride helps CHA as it continues to support the horse industry through safe, effective, and fun experiences with horses. The Challenge is open to any equine-related business such as: stable, lesson instructor, veterinarian, feed store, club, event venue, race track, or organization. Because it is such a great way to draw new clients to your barns, camps, and businesses and to help expand interest in horses, CHA encourages members to register for the Challenge today at TimetoRide.com.

CHA Instructors Change Lives Through Safe Experiences with Horses. The purpose of CHA is to promote excellence in safety and education for the benefit of the horse industry. CHA certifies instructors and trail guides, accredits equestrian facilities, publishes educational manuals, produces educational horsemanship DVDs and YouTube Safety shorts, and hosts regional and international conferences. For more information on the largest certifying body of riding instructors and barn managers in North America, the Certified Horsemanship Association, please visit www.CHA-ahse.org or call 859-259-3399. To find a certified horseback riding instructor or accredited equine facility near you, visit CHAINstructors.com.

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