



FOR IMMEDIATE RELEASE  
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## AHA Continues Educational Alliance with Certified Horsemanship Association (CHA)

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**(12-MAY-16) – AURORA, COLO.** – The Arabian Horse Association (AHA) is thrilled to announce the continued Educational Alliance with the [Certified Horsemanship Association](#) (CHA), through a renewed two (2) year contract.

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, Why Statement).

“Certified Horsemanship Association is turning 50 years old next year and is glad that the Arabian Horse Association will be along for the ride during this exciting time,” says Christy Landwehr, CHA Chief Executive Officer. “Many of our instructors and lesson barns have Arabians and Half-Arabians that their students love to learn from. We want to provide a way for our members to learn more about what AHA has to offer them, as well as what CHA has to offer in return.”

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 thrilled to be continuing our alliance with CHA,” 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 through CHA promotional materials is important to us.”

**more**

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

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AHA will promote CHA through their website, social media, e-blasts and magazine articles, encouraging members to take advantage of their tools and educational resources. AHA members who become CHA certified or accredited and are an AHA Discovery Farm and Learn to Ride program instructors, will be recognized and searchable by the general public through AHA's [Get Local](#) webpage.

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.

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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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