

For more information, contact:

FOR IMMEDIATE RELEASE

Contact - Christie Schulte, christie@timetoride.com or [512-591-7811](tel:512-591-7811)

Industry Breed and Discipline Organizations Join Forces with Time to Ride Challenge

Additional incentives offered for members who participate by introducing new people to horses.

May 27, 2016, Georgetown, Texas - Several horse industry breed and discipline organizations have joined forces with the 2016 Time to Ride Challenge to introduce new horse enthusiasts to riding. The Challenge will award \$100,000 cash and prizes to the stables, clubs, and businesses who can generate the most "newcomer" interactions with horses; and now participants can also win cash and prizes from breed and discipline organizations of which they are a member.

In addition to the Marketing Alliance Members and Partners, who fund and support Time to Ride, five American Horse Council-member organizations are offering additional incentives: the Certified Horsemanship Association, Arabian Horse Association, United States Dressage Federation, Appaloosa Horse Club, and Pinto Horse Association of America. Each group will award prizes to the members of their association who do best in the Challenge.

Additional prizes offered range from trophy buckles and year-end ceremony recognition, to up to thousands of dollars in cash and prizes, which the Arabian Horse Association is rewarding. These awards are available to members of each organization in addition to the \$100,000 cash and prizes they can win as participants in the Time to Ride Challenge.

"Support from these groups make the Challenge even more exciting by giving participants yet another way to win. For example, a stable could win \$5,000 as a second-place finisher in its division and also win a trophy buckle from the Certified Horsemanship Association as the highest-placing CHA member in the Challenge," stated Christie Schulte. "We are thrilled that these organizations have joined our cause this year and are encouraging their membership base to grow their own businesses, disciplines, and breeds."

"We're excited to offer American Quarter Horse Association members another reason to participate in this important initiative," said Craig Huffhines, AQHA Executive Vice President. "Our members will not only have the opportunity to win cash and prizes, they'll be growing their own businesses and increasing exposure to the American Quarter Horse."

Since 2014, Challenge participants have introduced over 60,000 new people to horses through beginner-friendly events. Stables, clubs and businesses are invited to sign up for the 2016 Challenge by visiting timetoride.com. The Challenge begins June 1st. Upon registration a user can specify which organization he/she is a member of to become eligible for the additional prizes. To learn more visit the website or contact info@timetoride.com.

The American Horse Council's Marketing Alliance

Time to Ride is an initiative of the American Horse Council's Marketing Alliance, formed to connect people with horses. It is designed to encourage horse-interested consumers to enjoy the benefits of horse activities. The AHC Marketing Alliance is made up of the following organizations: the American Association of Equine Practitioners, Active Interest Media, the American Quarter Horse Association, Dover Saddlery, Farnam, Merck, Merial, Morris Media Network Equine Group, Purina Animal Nutrition LLC, Platinum Performance, United States Equestrian Federation, and Zoetis. Program Partners are Absorbine, the American Paint Horse Association, Equibrand, the National Cutting Horse Association, the National Reining Horse Association, Rood and Riddle Equine Hospital, and the Texas A&M University Equine Initiative,

Lumina Media, Pyranha, the America's Mustang Campaign, and Colorado State University Equine Sciences Program.

About the American Horse Council

The American Horse Council is a non-profit organization that includes all segments of the horse industry. While its primary mission is to represent the industry before Congress and the federal regulatory agencies in Washington, DC, it also undertakes national initiatives for the horse industry. Time to Ride, the AHC's Marketing Alliance to connect horses and people, is such an effort. The American Horse Council hopes that Time to Ride will encourage people and businesses to participate in the industry, enjoy our horses, and support our equine activities and events. The AHC believes a healthy horse industry contributes to the health of Americans and America in many ways.