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Certified Horsemanship Association Partners with .Horse Domain Names to Offer Horse-Related Domains to CHA Members at a Discount

(May 2017) – The Certified Horsemanship Association announces a new partnership with .horse Domain Names, in addition to an exclusive discount for CHA members. The .horse domain name is a new option that horse-related businesses and individuals can use to create a more descriptive entry point into their website and for their email addresses to perfectly describe what they do, whether the website owner is a riding instructor, breeder, equine facility owner, or other equine professional. Following a brand's name immediately with .horse sends a clear, descriptive, and powerful message to website visitors while increasing brand visibility inside and outside of the horse industry.

CHA members can get a .horse domain for \$10 for the first year, which is a savings of 66-75% from the regular price of \$29.88-\$39.99. In addition, the CHA member-only rate of \$26.99 for the website builder for the first year is a discounted rate from the regular website builder rate of \$254.44.

Users are encouraged to use the .horse domain name in any of the following ways:

1. Have your .horse web address redirect to your current web address
2. Replace an existing .com, .org, .net, .info, .biz, .us, or other top level domains with a .horse web address
3. Create a promotional web page and link it to your .horse web address for an easier and shorter web address than ever before
4. Create a personalized-to-you, easy-to-remember email address using your .horse web address

CHA CEO Christy Landwehr described a .horse domain name as an enhancement and not a replacement for those who already have an existing domain name. “So if they already have a .com that’s working for them, they can use the .horse as a redirect to take people to their .com site or they can use .horse for a totally separate site. And one day as their promotional materials go and they are ready for a brand refresh, they have the choice to replace their .com with a .horse. There are many ways for our members to utilize a .horse in whatever way suits them.”

“You can get as many as you want...all the ones you can think of that are important to your business,” continued Landwehr. “There are so many different ways you can utilize it. One of the reasons we’re really excited about the .horse relationship with CHA is that our members not only have a .horse domain name, but for the price of a couple cups of coffee.”

Clinician and trainer Julie Goodnight, who is CHA’s International Spokeperson, says she sees .horse domains as the wave of the future for the horse industry. “We’re putting a lot of resources into growing our online presence and developing a lot of traffic,” says Goodnight. “I love the .horse URL because that tells who we are, and it identifies us from the rest of the Internet, so I think it’s a valuable, valuable thing.”

Tara Reimer, a CHA Master Level Certified Instructor who owns Cloud 9 Ranch in Steinbach, Manitoba, Canada, won the domain www.instructor.horse in the 2016 CHA Silent Auction at the International Conference was excited to bid on the domain because she immediately recognized the value that having a .horse domain could provide, especially as an extra entry point into her current website of www.cloud9ranch.ca.

To learn more about how you can get your .horse domain name at the exclusive CHA member discount, please visit www.getmy.horse/cha. And don’t forget to visit Certified Horsemanship Association at www.CHA.horse today!

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, Certified Horsemanship Association, please visit www.CHA.horse or call 859-259-3399. To find a certified horseback riding instructor or accredited equine facility near you, visit www.CHAinstructors.com.

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