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For More Information and Photos
Contact: Christy Landwehr
720-857-9550 or clandwehr@CHA-ahse.org

Certified Horsemanship Association Offers Unique Sponsorship Opportunity with Horses in the Morning Radio Show and the Chance to Reach Thousands of Possible Customers

(August 2016) – Every month, the Certified Horsemanship Association (CHA), its guests, and a sponsor are featured on the CHA episode of the Horse Radio Network’s “Horses in the Morning.” CHA’s episode, which is hosted by CHA CEO Christy Landwehr and the Horse Radio Network’s Glenn the Geek, airs the third Tuesday of every month live at 9 a.m. and is available afterward in a downloadable recording. Those who can’t listen live can catch the recorded version afterward on iTunes, HorsesintheMorning.com, or through the Horse Radio Network mobile phone app. The CHA Radio Show on “Horses in the Morning” has become a popular way for companies to reach out to a diverse audience of horse owners and enthusiasts.

The CHA Radio Show receives an average of 18,000 to 25,000 unique downloads of each episode and the CHA show is always in the Top Five each month. Sponsors get 10 minutes of live radio show air time and a recording of the show to do with as they wish. If you or your company are considering sponsorship, there are several great uses for the recording, such as adding the episode to your company’s website and then promoting the content to your audience. Another popular use includes offering a link to the sponsor interview in a company e-newsletter or in a print publication. It’s a great way to provide extra value through content for your company’s audience as well as reach out to possible new customers through the Horse Radio Network’s enthusiastic and loyal listener base.

Past topics for the CHA Radio Show have included trail tips, gaited horses, how to solve riding issues and improve one’s riding, getting a horse, exercises for riders at all levels, fear in riders and handlers, new ways to work with your horse, horse training, equine behavior, tack, lead changes and how to achieve a better canter, pet peeves around the barn, saddle fit, and more.

In addition to the radio show, CHA offers five additional ways to advertise to reach its audience of riding instructors and equine facility owners and staff who are the decision makers and shoppers when it comes to purchases for their programs. For more information on all six advertising opportunities, visit www.CHAinstructors.com/advertise.

For questions on CHA's segment on the Horses in the Morning radio show, please contact CHA's headquarters in Lexington, KY, at 859-259-3399 or office@CHA-ahse.org. If you would like to advertise on CHA's segment, please visit CHAInstructors.com/advertise for more information.

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-ahse.org 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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