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Certified Horsemanship Association Presents Awards to Top-Placing CHA Members in the Time to Ride 100-Day Challenge

(November 2016) – This year the Certified Horsemanship Association honored the highest-placing CHA Members in the Time to Ride 100-Day Challenge. Congratulations to Promenade Horsemanship Academy Stables in Brighton, Colorado, for being the highest-scoring CHA member in the Time to Ride Challenge this year. The second-placed CHA member in the Time to Ride Challenge was Heavenly Horse Stables in Pinckney, Michigan.

Overall, the Time to Ride 2016 Challenge brought in more than 28,175 new enthusiasts to horses. From that total, CHA members brought in almost 5,000 newcomers. Time to Ride is an initiative of the American Horse Council's Marketing Alliance designed to encourage people and businesses to participate in the horse industry, to enjoy horses, and to support equine activities and events. Time to Ride provided a total of \$100,000 in cash and prizes to top stables, clubs, and businesses in three competitive divisions who excelled in introducing newcomers to horses.

The Time to Ride Challenge is a competition in which facilities hosted any number of events they wished June 1-September 30, 2016, in order to introduce new people to horses, equine activities, and to bring in new leads for 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.

Promenade Horsemanship Academy, owned by Kim Gieseke, was the overall winner in the Medium Division and brought in a total of 2,495 newcomers to horses. Promenade Horsemanship Academy offers boarding, riding lessons, and a variety of horsemanship classes to riders of all ages and levels and is active in horse agility. Gieseke, who was awarded \$10,000 from Time to Ride for winning her division, was overcome with emotion after her win since her staff and volunteers had worked hard all summer.

Gieseke stated that her stable capitalized on events that attracted large groups of her target market, moms and families, and also promoted events by riding in parades and utilizing walking assistants to hand out fliers to spectators, who could come meet the horses and learn

about opportunities available at Promenade after the parade. Promenade also partnered with a local elementary school, which netted six new horsemanship students from just one event.

“The Challenge has opened my eyes to see that a lot of people are apprehensive about horses, but simply by meeting them up close can quickly become comfortable and really enjoy the experience, opening the doors to further involvement,” said Gieseke. “It’s been a great avenue for getting to know our community better.”

Meanwhile, Heavenly Horse Stables, owned by Jenn Gay, competed in the Small Division, finishing 7th, and brought 532 newcomers to horses during the Challenge. Located inside Hell Creek Campground in Michigan, Heavenly Horse Stables offers riding lessons and trail rides through Pinckney State Recreation Area for riders who want to either brush up on their skills or just ride for fun. In addition, rental stalls for campers are available.

Gay was thankful for the business leads. Heavenly Horse Stables just opened in February of this year. “This challenge has directly brought in 10 of my lesson students and has given me a large email base to help keep people connected with horses!” she told Time to Ride.

Both Time to Ride and CHA would like to congratulate every challenge host who participated and was successful in growing their business and the horse industry. Additional CHA participating members in the Challenge who brought in newcomers included: CRK Training Stables (8th in the Small Division); YMCA Camp Carter Equestrian Center (7th in the Large Division); Rusty Bar Ranch (8th in the Medium Division); High Mountain Horsemanship Center and Outreach (9th in the Medium Division); B and B Farm, LLC; Ivey Ranch Park Equestrian Center; Circle C Equestrian Center; M.T. Pockets Ranch; and Hideaway Farm. To view the full results from the Challenge, please visit www.TimeToRide.com/news.

CHA recommends that members stay tuned for information on the 2017 Time to Ride Challenge in order to participate in the challenge. This is a great way to draw new clients to your barns and camps and to help expand interest in horses to newcomers. To win a CHA Award in the Time to Ride Challenge, participants must be a current CHA certified instructor or program member.

CHA Changes 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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