

From: "American Horse Publications" <ahorsepubs@AOL.COM>
Subject: **AHP Newsgroup: Horselife PR Launches to Outside World**
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For immediate release

Contact Holly Davis at 303.513.7343 or holly@horseflycreative.com

Horselife PR Launches to Outside World

To include your brands, sign up quickly as spots are going fast.

Denver CO – The WESA Denver Market closed on a high note, with the successful funding of the inaugural PR campaign of *Horselife*, our industry's very own marketing initiative to increase horse activities in the United States.

Much like *Take Me Fishing*, *Go RVing*, and other sport initiatives, *Horselife* was created to invite the one-third of Americans who want to have regular horse experiences to do just that. Step one was a consumer website, which was launched in April 2007, now step two is to go to the outside media with interesting horse features to drive traffic to the website. By the time WETA's Leadership Forum is held in Maryland in June 2008, the goal is to report on media coverage from the inaugural PR campaign, as well as have the second phase of the website launched.

The pitch for our inaugural PR campaign is "Fit in the Saddle". Americans are

plagued with both stress and weight problems, and those of us who ride know that horseback riding is a wonderful antidote for both. With the generous help of the Certified Horsemanship Association, *Horselife* will offer top level journalists throughout American the opportunity to take a series of riding lessons so they may write about the experience. The media list has not been finalized, but it is expected to include major metropolitan newspapers, magazines such as *Women's Day* and *Shape*, and TV morning shows from coast to coast.

Manufacturers are being solicited to provide both product and funding for this campaign, but you can participate for as little as \$500 if you are a WETA member. We will be dressing the journalists from head to boot with the following categories:

English: helmet, riding shirt, gloves, breeches, underwear, belt, chaps, boots, and accessories.

Western: helmet, cowboy hat, riding shirt, gloves, jeans, underwear, belt, chaps, boots, and accessories.

Categories may be purchased for \$500 each, to lock up an exclusive in that category is \$800. Multiple category purchases receive a discount, and may be purchased for \$400 open and \$700 exclusive. This is a tiny fraction of deploying your own PR campaign, and the co-op nature of it makes it more likely to succeed. Opportunities such as this are just another valuable benefit to WETA membership.

Categories are disappearing fast, so please contact Holly Davis, WETA consultant, at 303-513-7343 or email holly@horseflycreative.com as soon as possible.

For more information on *Horselife*, visit the consumer site www.horselife.com, or the strategic plan site www.horselife.org or contact Holly Davis.

Many thanks to...

Legacy Investors who are funding partners in this effort: AQHA, Rocky Mountain Clothing, Weaver Leather, Roper Apparel & Footwear, Devon Aire, Bowtie/Horse Illustrated, SmartPak Equine, W&E Today/Cowboys & Indians, Kerrits, Circle Y

Saddles, US Eventing Association, Dover Saddlery, Hobby Horse Clothing Company, Wellpride Omega-3 for Horses, SSG Gloves, Horse Media Group, MD Barns, Rod's Western Wear and Renton's Western Wear.

Thanks also to the photographers who donated the use of their photographs to bring this site to life: Carol Walker of Living Images <www.livingimagescjw.com>, Barbara Young <www.barbyoungphotography.com>, Steve Thornton <www.stevethornton.com> and Colleen Pace of the American Association of Riding Schools <www.ucanride.com>. Finally, many thanks to the team at Vanguard Communications <www.vanguardcommunications.net> for their patience in working with a project that's funded by an association. This brings special challenges to an agency, and their perseverance is appreciated.

About the Western-English Trade Association

The Western-English Trade Association unites our industry for growth, bringing together not just manufacturers, retailers and sales reps, but also breed and sport associations, publications, trade shows, advertising agencies, and other companies working in the equine and western lifestyle industries. Benefits include health and other insurance discounts, continuing-education tracks for both retail management and customer service, plus shipping discounts and other trade-association advantages, and extraordinary networking and co-operative business opportunities. In addition to member benefits, WETA offers four signature programs:

1. Horselife, the marketing initiative to grow the equine industry through inviting newcomers.
2. Get Yourself West, the marketing initiative to grow the western lifestyle industry.
3. The annual Leadership Forum is the association's much-anticipated annual retreat with powerful speakers who inspire and educate, this year it will be held outside Baltimore, Maryland.
4. The All-Industry Marketing Awards <AIM Awards>, which recognize the best advertising, marketing, public relations and publishing efforts in the equine and western lifestyle industries.

For more information or to join WETA, please visit www.wetaonline.com or call 303-295-

2001.

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The AHP Newsgroup is a benefit of membership and provides members with timely information about AHP activities and newsworthy items. On approval, submissions are sent from the AHP administrative office to the current list of AHP member e-mail addresses. Submissions must contain information about an AHP member, and may be submitted by a non-member on behalf of the member. Submissions must include information that would be of interest to the general membership. Solicitations are not allowed other than for recognized charitable organizations. Messages should be sent as an unformatted text in an e-mail message to ahorsepubs@aol.com. Messages sent as attached files will not be opened. Members are limited to two press releases per month. These news items are also listed online under Communiqués for easy reference.

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