

From: "American Horse Publications" <ahorsepubs@aol.com>
Subject: **AHP Newsgroup: Troxel Receives 2010 Partnership in Safety Award**
Date: October 29, 2010 7:44:02 PM MDT
To: "AHP Newsgroup" <AHP-LIST@mailman.bloodhorse.com>

FOR IMMEDIATE RELEASE

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PHOTO IMAGES AVAILABLE

Troxel Receives 2010 Partnership in Safety Award

San Diego, CA – Oct 29, 2010 – Troxel LLC, the worldwide leader in ASTM/SEI-certified equestrian helmets, has been recognized for the 2010 Partnership in Safety Award from the Certified Horsemanship Association (CHA).

The Partnership in Safety Award is given annually to an organization or individual for outstanding efforts in helping not only the equine industry and CHA, but also the community at large to promote safety and awareness. Troxel was presented with the award at the 43rd Annual CHA International Conference held in Lake City, Florida.

“We are truly privileged to receive such an esteemed award,” said Shay Timms, CEO of Troxel. “I am proud of our team and the recognition of Troxel's commitment to the promotion and education of wearing certified helmets while riding. Over the years, Troxel has distributed many injury products and we've learned that changing perspectives on helmet use

comes from trainers, riders, and leaders like CHA that make a personal difference."

"We were pleased to award Troxel for constantly striving to improve their headgear for the equestrian sport by keeping it as safe and affordable as possible," said Christy Landwehr, CEO of CHA. "Troxel has worked closely with CHA to kindly donate product for our silent auction, TEAM CHA youth awards, and event giveaways."

Internationally respected trainer and clinician Julie Goodnight accepted the award on behalf of Troxel.

"It was an honor and a pleasure to accept the safety award on Troxel's behalf," said Goodnight. "I admire and appreciate Troxel's commitment to safety and to promoting the use of equestrian helmets in our sport. I have seen firsthand, in every arena that I work in, the remarkable results of our efforts to make wearing a helmet both stylish and cool."

About CHA

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 how-to DVDs and hosts regional and international conferences. For more information on the Certified Horsemanship Association, please visit www.CHA-ahse.org or call toll free 1-800-399-0138. To find a certified horseback riding instructor or accredited equine facility near you visit www.CHAINstructors.com.

About Troxel

Troxel is the world's leading provider of ASTM / SEI certified equestrian helmets for competitive, schooling and recreational riding. Established in 1898, Troxel is recognized for its innovative design and research leadership in helmetry. Based in San Diego, California, Troxel now dedicates all its resources to equestrian helmets and related accessories, and has provided over three million helmets to the equestrian market.

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