

From: "American Horse Publications" <ahorsepubs@aol.com>
Subject: **AHP Newsgroup: Certified Horsemanship Association is Awarded Colorado Horse Development Authority Grant**
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FOR IMMEDIATE RELEASE

For More Information and Photos

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Certified Horsemanship Association is Awarded Colorado Horse Development Authority Grant

(January 2012) – The Certified Horsemanship Association (CHA) has been awarded a 2012 grant from the Colorado Horse Development Authority (CHDA). The CHDA Grant Program was created to help uphold the mission of the Colorado Horse Development Authority, "to promote and sustain the growth and development of the horse industry." The grant was awarded to CHA to conduct an advertising/marketing campaign to reach beginning riders, both youth and adult, in Colorado and be able to track their involvement during the year by having them take riding lessons at CHA Program Member equine facilities or from

certified CHA Riding Instructor Members throughout the state.

“We are excited about this receiving this grant,” says Christy Landwehr Chief Executive Officer for CHA. “We feel that it will be a great way to spread the word about the sport of horseback riding to potential beginning riders in the state of Colorado through non-traditional advertising and then be able to track those riders’ progress and hopefully keep them involved in the horse industry for years to come.”

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

Colorado Horse Development Authority (CHDA) was created by an Act of the State Legislature and is responsible for the collection, distribution, and program accountability for the Horse

Promotion Assessment. The programs funded by the Colorado Horse Development Authority are designed to stimulate, by research, education, advertising, and other methods, Colorado's multi-billion dollar horse industry. The mission of the Colorado Horse Development Authority is to promote and sustain the growth and development of the horse industry. For more information on CHDA visit <http://www.chda.org/> or call (303) 292-4981.

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