

From: "Chris Brune at AHP" <ahorsepubs@aol.com>
Subject: **AHP Newsgroup: Riders4Helmets Recipient of 2012 Partnership in Safety Award**
Date: October 22, 2012 12:10:41 PM MDT
To: "AHP Newsgroup" <AHP-LIST@mailman.bloodhorse.com>

FOR IMMEDIATE RELEASE

Media Contact:
Chad Mendell
chad@riders4helmets.com

RIDERS4HELMETS RECIPIENT OF 2012 PARTNERSHIP IN SAFETY AWARD

Riders4Helmets Efforts To Promote Safety Recognized By Certified Horsemanship Association

October 22nd, (Lexington, KY) - Riders4Helmets, the popular helmet awareness campaign, was recently awarded the 2012 Certified Horsemanship Association (CHA) Partnership In Safety Award. The award recognizes Riders4Helmet's efforts to educate equestrians on the benefits of wearing a properly fitting and secured, certified helmet. Since 1996, the Partnership in Safety Award has been presented annually to an association, organization or individual who has worked with the CHA to promote safety in the horse industry.

"Riders4Helmets is immensely honored to be the recipient of the 2012 Certified Horsemanship Association Partnership in Safety Award. The Certified Horsemanship Association was one of the first organizations to lend support to Riders4Helmets when the campaign was launched in 2010.

Riders4Helmets has a mission of educating equestrians on the benefits of wearing a properly fitted and secured, certified helmet," said Lyndsey White, Riders4Helmets. "In the two years since its inception, Riders4Helmets has hosted safety symposiums, provided educational articles and videos via www.riders4helmets.com and founded International Helmet Awareness Day in which over 500 retailers globally participated in 2012. The support of the Certified Horsemanship Association is invaluable and we look forward to continuing our partnership.”.

“The CHA Board of Directors was proud to award Riders4Helmets with our Partnership in Safety Award,” said CHA Chief Executive Officer Christy Landwehr. “It was our pleasure to attend the first Helmet Symposium this organization put on and to follow and help promote all that this group is doing to promote overall equestrian safety.”

For further information on the Riders4Helmets campaign please visit www.riders4helmets.com. You can also follow the campaign at www.facebook.com/riders4helmets and <http://twitter.com/riders4helmets>.

Riders4Helmets was founded in early 2010 after Olympic dressage rider Courtney King Dye was seriously injured in a riding accident. King Dye, who remained in a coma for a month, was not wearing a helmet at the time of the accident and is currently undergoing rehabilitation.

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 1-800-399-0138. To find a certified horseback riding instructor or accredited equine facility near you visit www.CHAINstructors.com.

The AHP Newsgroup is a benefit of membership and provides members with press releases and newsworthy items. On approval, submissions are sent from the AHP administrative office to the AHP-LIST of AHP member e-mail addresses. Submissions must contain information about an AHP member. Messages should be sent as text only in an e-mail message or Word doc. to ahorsepubs@aol.com. Attached files, such as PDF and images, will not be used. Messages may contain links, but please use the www or http:// that precedes the URL address. Images, logos or attached files will not be included or distributed. Members are urged to include contact information on image availability. Members are limited to two press releases per month. These news releases are also listed online at www.americanhorsepubs.org under AHP Newsgroup for easy reference.

AHP has not verified the factual statements in any message and AHP assumes no responsibility for the contents of, or any damage resulting from, any communication in the Newsgroup. Publication in the Newsgroup is not an endorsement by the organization of any product, person, or policy.

Members may unsubscribe to the AHP Newsgroup at any time by sending an e-mail message to Chris at ahorsepubs@aol.com requesting to remove your e-mail address from the list. By doing this you will remove your name from receiving all future messages sent to the AHP-LIST until you contact us to re-subscribe.