

From: "American Horse Publications" <ahorsepubs@aol.com>
Subject: **AHP Newsgroup: Free Webinar: It Is Time To Ride -- The New Coalition Supporting the Horse Industry**
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FOR IMMEDIATE RELEASE
Sept. 5, 2013

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Free Webinar: It Is Time To Ride -- The New Coalition Supporting the Horse Industry

Finally, some much needed support for the U.S. horse industry is on its way! TimeToRide.com is a new website formed by a coalition of equine organizations that want to make it easier for people who are interested in horses to get started.

The website is a resource that is organized into categories that include lessons and camps, trail riding, rodeos, fairs, equestrian events and shows. It provides links to professional resources and will build a database of providers through an interactive map to be launched in the near future.

This webinar will feature speaker and horse industry advocate Patti Colbert. Colbert will explain how the Time to Ride campaign came about, and how it can help bring new customers to your horse business.

Time to Ride is the first website and social media platform generated through a coalition of horse organizations: the American Association of Equine Practitioners, the American Horse Council, the American Quarter Horse Association, Dover Saddlery, Farnam, Merck, Merial, Purina Animal Nutrition LLC, National Thoroughbred Racing Association, the United States Equestrian Federation and Zoetis.

[It Is Time To Ride -- The New Coalition Supporting the Horse Industry](#) is free to all horse professionals and can be attended via your phone or computer. However, you must register to attend. This webinar will fill up quickly. [Sign up today!](#)

Speaker: Patti Colbert

Duration: 1 Hour including Q&A

Date: September 9, 2013

Time: 5:30 p.m. Pacific - 7:30 p.m. Central - 8:30 p.m. Eastern

About the Speakers

Patti Colbert is a "hands-on" promoter for the horse industry. From starting at the age of nine with a paint pony to management of large equine facilities and organizations, she has "done it all." During the 1970's and 80's, Patti owned and operated a small boarding and lesson facility, handled the marketing and sale productions for Glenn and J. D. Neans, and managed large equine events at the Texas Heritage and Expo Center in Austin, including the PRCA rodeos and horse shows.

About EquestrianProfessional.com

EquestrianProfessional.com is a membership site that helps horse business be more profitable through education, resources and support. The site offers a wide array of programs, tools and information to help horse trainers, riding instructors, breeders, stable operators and professional riders run profitable businesses and build successful equestrian careers.

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