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**Subject:** **AHP Newsgroup: RIDE ALERT Partners with Certified Horsemanship Association (CHA)**  
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FOR IMMEDIATE RELEASE  
November 21, 2013

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## **RIDE ALERT partners with Certified Horsemanship Association (CHA)**

Ride Alert are proud to announce their latest Partnership with a long-established and very well respected Equestrian organization - **Certified Horsemanship Association** – helping to promote the safety of both horse and rider to their Members through the Ride Alert 24/7 Emergency ID Service.

*"No one wants to be involved in a horse riding accident (or any other emergency) but unfortunately paramedics are called to riding accidents all too frequently each week. By joining Ride-Alert you are allowing yourself to be identified quickly and for the emergency services to learn of any medical conditions or allergies that may affect your treatment. It also means your family can be informed as soon as you're found rather than being left worried at home.*

*Arranging a partnership with Certified Horsemanship Association made perfect sense to us, since the education and safety of both horse and rider is as paramount to them, as it is to us here at Ride Alert." - Anita Hasbury-Snogles, Co-Founder, Ride-Alert, USA.*

*"We are excited to be working with Ride Alert," says Christy Landwehr Chief Executive Officer for CHA. "We want to be able to provide our members with products and services*

*that help them do their jobs, which is to teach all levels of horsemanship to their clients who range from first time riders and horse owners to those that are competing and going on weekly trail rides, and Ride Alert fits that bill.” – Christy Landwehr, CEO, Certified Horsemanship Association.*

## **About CHA**

The purpose of Certified Horsemanship Association (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](http://www.CHA-ahse.org) or call 859-259-3399. To find a certified horseback riding instructor or accredited equine facility near you visit [www.CHAINstructors.com](http://www.CHAINstructors.com).

## **About Ride-Alert**

Ride Alert, is a US based partner of the worldwide AlertID Group who have been providing identification support services in the UK for over 15 years. Ride Alert provides a simple online means to identify you and your horse and to record your medical and emergency contact details for later use by anyone who may need them in the event of an accident or illness. Ride-Alert has been developed to provide peace of mind for riders and their families. As well as providing visible identification products for riders, horses and property, there is also the added comfort of having a 24/7 Emergency Support Team on call and ready to assist in any emergency situation.

Since being introduced in the USA at the beginning of this year, Ride Alert has formed working partnerships with a number of well-known Local and National organizations such as the State Horse Councils of Virginia, Kansas, and Colorado, the ACTHA, USRider, NWCHA, and renowned Clinician, TV Host and Road-to-the-Horse 'Wildcard' - Kerry Kuhn - who is Ride Alert's official Ambassador. We also have a new phone app now available for iPhone users, with an Android version coming soon!

*“Ride Alert is something that we all are going to not want to be without. Being able to have access to valuable lifesaving information can be critical in the case of an accident. We all know how dangerous being around horses can be, so having the peace of mind for your kids and family that they (as well as yourself) are signed up with Ride Alert can be an incredible asset. I know I can't protect my children from everything, but I can at least equip them with Ride Alert! - **Kerry Kuhn**, Clinician, TV show Host, and Ambassador for Ride Alert*

For more information take a look at our website [ridealert.us](http://ridealert.us) and follow us on Facebook at [ridealert247](https://www.facebook.com/ridealert247) or [ridealert](https://www.facebook.com/ridealert) for the phone app page.

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