

## 2016 Time to Ride Challenge Now Open for Registration

*Stables, clubs and businesses nationwide are invited to compete for \$100,000 cash and prizes by growing their business.*

Washington, D.C., April 7th, 2016 - The Time to Ride Challenge, in its third year in 2016, is now open for registration. Stables, clubs, businesses, and all other horse professionals are welcomed to visit [timetoride.com](http://timetoride.com) and take the first step towards growing their businesses by introducing new people to horses and expanding the entire industry.

The Challenge will award \$100,000 cash and prizes and take place June 1st through September 30th. Registration is free and available now at [www.timetoride.com](http://www.timetoride.com).

Since 2014, the Challenge has introduced over 60,000 people to horses through first-time horse experiences with the support and involvement of hundreds of stables, clubs and equine businesses nationwide. "Hosts" plan engaging, hands-on horse events designed to connect families interested in horses to opportunities in their area such as riding lessons, camps, and trail rides. By reaching a new segment of their community, businesses add to their own client base while supporting the entire horse industry.

"It's critically important to the future of the horse community to focus on welcoming new participants," stated Patti Colbert, Time to Ride spokesperson. "The Challenge gives rewards and recognition to the hardworking horse professionals who are doing the valuable work of teaching new people the very basics and giving them a path to grow into lifelong equestrians. Without those riding instructors, summer camps, and youth leaders who are teaching kids how to ride, where does our next generation of owners, competitors, and breeders come from?"

This year, cash prizes have been expanded to over \$75,000 including new incentives that will pay cash awards to more winners than ever before. For the first time, the first 100 hosts to introduce 100 newcomers to horses will automatically win \$100 cash!

The Challenge offers marketing support and event ideas for participants, plus resources such as customizable ads, posters, and other creative material. Registration is free and all types of businesses are welcome. The Challenge takes place between June 1st and September 30th. Please visit [www.timetoride.com](http://www.timetoride.com) for details.

The Challenge is an program of the American Horse Council's Marketing Alliance, a group of industry-leading businesses and organizations collaborating to reinvigorate participation in horse activities for the benefit of the entire industry.

### **The American Horse Council's Marketing Alliance**

Time to Ride is an initiative of the American Horse Council's Marketing Alliance, formed to connect people with horses. It is designed to encourage horse-interested consumers to enjoy

the benefits of horse activities. The AHC Marketing Alliance is made up of the following organizations: the American Association of Equine Practitioners, Active Interest Media, the American Quarter Horse Association, Dover Saddlery, Farnam, Merck, Merial, Morris Media Network Equine Group, Purina Animal Nutrition LLC, Platinum Performance, United States Equestrian Federation, and Zoetis. Program Partners are Absorbine, the American Paint Horse Association, Equibrand, the National Cutting Horse Association, the National Reining Horse Association, Rood and Riddle Equine Hospital, and the Texas A&M University Equine Initiative, I-5 Publishing, Pyranha, the America's Mustang Campaign, and Colorado State University Equine Sciences Program.

### **About the American Horse Council**

The American Horse Council is a non-profit organization that includes all segments of the horse industry. While its primary mission is to represent the industry before Congress and the federal regulatory agencies in Washington, DC, it also undertakes national initiatives for the horse industry. Time to Ride, the AHC's Marketing Alliance to connect horses and people, is such an effort. The American Horse Council hopes that Time to Ride will encourage people and businesses to participate in the industry, enjoy our horses, and support our equine activities and events. The AHC believes a healthy horse industry contributes to the health of Americans and America in many ways.