



**FOR IMMEDIATE RELEASE**  
**For More Information and Photos**  
**Contact: Christy Landwehr**  
**720-857-9550 or [clandwehr@CHA-ahse.org](mailto:clandwehr@CHA-ahse.org)**

## **Appaloosa Horse Club Becomes Fourth Breed Organization to Become an Educational Alliance Partner of the Certified Horsemanship Association**

*(March 2019)* – The Certified Horsemanship Association (CHA) has added another breed organization to its roster of Educational Alliance Partners. The Appaloosa Horse Club (ApHC) joins the American Quarter Horse Association (AQHA), the American Paint Horse Association (APHA), and the Arabian Horse Association (AHA) as a CHA Alliance Partner.

The ApHC honors the heritage and promotes the future of the Appaloosa horse through services for members that encourage Appaloosa ownership and participation. In addition, the ApHC fosters growth and membership in the organization through promotion, recognition, advertisement, and publicity of the Appaloosa breed. The ApHC offers a regional, national, and international network of clubs and/or associations, and it provides support and assistance to these groups as they promote the Appaloosa breed.

“We are so excited to have the Appaloosa Horse Club on board as an educational alliance partner for CHA,” says CHA CEO Christy Landwehr. “CHA is an all-breed, all-discipline association, so working with the different breed and discipline associations is a wonderful way to help the equine industry work together and not reinvent the wheel on programs, but instead use each other’s strengths to grow our equine industry and make us stronger.”

The ApHC also announced their excitement at partnering with CHA. “Through this alliance, we are able to work together toward the common goal of promoting and enhancing the future of the horse,” says Elaine Pierson, Director of Marketing and Public Relations for the Appaloosa Horse Club. “Today, it is more important than ever to support one another in the industry and share everything we can. As the marketing director for the ApHC, I am looking forward to the opportunity to team up with a wonderful organization like CHA!”

ApHC Professionals who give riding lessons are encouraged to become CHA certified and/or to host CHA certification clinics. For more information about CHA’s Certification Programs, please visit <http://cha-ahse.org/store/pages/30/Certifications.html>.

To keep up-to-date on all news from CHA, please sign up for the CHA monthly email newsletter at [www.CHA.horse](http://www.CHA.horse).

*CHA Instructors Change Lives Through Safe Experiences with Horses. 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 YouTube Safety shorts, and hosts regional and international conferences. For more information on the largest certifying body of riding instructors and barn managers in North America, 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).*

###