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For Immediate Release

Time To Ride Launches 2019 Pilot Program
Applications Now Being Accepted

Washington, DC – Time To Ride®, a program of the American Horse Council's Marketing Alliance, is now accepting applications for its 2019 pilot program.

The new Time To Ride program is designed to introduce school-age children to horseback riding and horse care in a safe, welcoming environment. The goal is to familiarize school-age children with horses through an initial series of lessons that include basic horse care as well as riding.

Equine facilities and instructors must meet specific requirements to be considered for the pilot program. All instructors must either hold a current professional membership with one or more national breed or discipline associations, be certified as an instructor through a recognized program such as Certified Horsemanship Association or licensed as a riding instructor in the state in which they teach.

Barns and instructors meeting the program's standards will be designated Time To Ride Program Facilities and be given marketing tools, techniques and assistance to help in reaching out to their local schools, youth groups, recreational departments and similar organizations to provide a set of six to eight introductory lessons. The program emulates the golf industry's The First Tee, in which school-age kids are introduced to golf through a series of lessons at a local golf course. The First Tee has reached 15 million children since its start in 1997.

For 2019, Time To Ride will select 20-30 facilities from across the US to participate in the pilot program, representing a cross-section of breeds and disciplines.

Facilities selected for the pilot program will receive gifts and discounts from Marketing Alliance member companies and organizations, including a free one-year Professional Membership from United States Pony Clubs, free Fan Memberships from US Equestrian, a coupon for a free bag of Purina horse feed, a complimentary copy of Platinum Performance magazine, discounts on purchases from Certified Horsemanship Association, Troxel Helmets, Weaver Leather and more.

To learn more about Time To Ride, review the requirements and apply for the pilot program, visit www.timetoride.org. Preference will be given to applications received by May 1, 2019.

About Time To Ride

Time To Ride is managed and funded by the American Horse Council Marketing Alliance. The Marketing Alliance was founded by a consortium of equine-related corporations and organizations to encourage and support the growth of the U.S. horse industry. Current members of the Marketing Alliance include: Active Interest Media/Equine Network, American Horse Council, Morris Media Network, Platinum Performance, Purina and Zoetis. Additional support is provided by the American Association of Equine Practitioners, American Paint Horse Association, American Quarter Horse Association, National Reining

Horse Association, Troxel Helmets and Weaver Leather. Educational support is provided by Certified Horsemanship Association, US Equestrian and United States Pony Clubs.

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