

FOR IMMEDIATE RELEASE

Contact: Christie Schulte - [info@timetoride.com](mailto:info@timetoride.com) or 512-591-7811

## Time to Ride Partners with Equine Affaire for Riding Events and More

*This year, Time to Ride joins Equine Affaire for the first time to provide attendees with horseback rides and information on how to get involved with their local horse community.*

Georgetown, TX, January 31st, 2017 - Time to Ride, an initiative to open wider the doors of the horse world to people across the nation, is excited to partner with Equine Affaire at their 55th annual event in Columbus, Ohio, April 6th through 9th, 2017. Time to Ride will host a riding session for beginner riders in Cooper Arena at the Ohio Expo Center and a booth in Equine Affaire's Breed Pavilion to network with equine professionals interested in becoming involved in Time to Ride programs that will help grow their own businesses and the entire horse industry.

"Newcomer" horse enthusiasts who have never ridden or are returning to riding will have the opportunity to take a first-time ride to experience first-hand the enjoyment and exhilaration of horseback riding. Newcomer rides will be offered on a first-come, first-served basis at the following times: Friday, April 7th from 11:00 am to 12:15 pm; Saturday, April 8th from 4:15 pm to 5:15 pm; and Saturday, April 9th from 1:15 pm to 2:45 pm. Riders will need to pre-register for their rides at the Time to Ride booth.

Additionally, stable managers, instructors and other horse professionals can visit the Time to Ride booth in the ever-popular Breed Pavilion to learn about opportunities to win cash and prizes and grow their businesses by participating in the Time to Ride Challenge. The Challenge takes place May 1st through September 30th, 2017 and is a competition that offers equine professionals the opportunity to grow their business and win cash and prizes by exposing new horse enthusiasts to the joys of the equine industry through beginner-friendly experiences. The newcomer rides offered at Equine Affaire will act as an example of such outreach activities.

Time to Ride spokesperson Christie Schulte shared, "We are excited to join the world-class lineup of equestrian exhibitors, clinicians and entertainers at the 55th Annual Equine Affaire to help connect new enthusiasts with the horse world! We're also looking forward to meeting local horse professionals and connecting them both to Time to Ride programs that can help them grow their businesses, as well as directly to local enthusiasts seeking a place to take up riding on a regular basis."

For tickets and information about attending Equine Affaire, visit (<http://equineaffaire.com/events/ohio/ohio-attend/ohio-general-information/tickets/>). For more information about Time to Ride, contact [info@timetoride.com](mailto:info@timetoride.com) or call 512-591-7811.

## **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, Farnam, Merck, Merial, Morris Media Network Equine Group, Purina Animal Nutrition LLC, Platinum Performance, United States Equestrian Federation, The Right Horse Initiative, and Zoetis. Program Partners are Absorbine, the American Paint Horse Association, ASPCA, Equibrand, the National Cutting Horse Association, the National Reining Horse Association, Lumina Media, Pyranha Inc., 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.