



# USPC®

## The United States Pony Clubs, Inc.

The Kentucky Horse Park, 4041 Iron Works Parkway, Lexington, KY 40511  
859/254-7669 (PONY) Fax 859/233-4652 email: [uspc@ponyclub.org](mailto:uspc@ponyclub.org)

TO: Members, Parents, DCs, RSs, Club and Regional Publicity Chairs  
FROM: Mary Robertson Pierson, Communications Director  
DATE: Summer 2008  
SUBJECT: Championships 2008 Publicity Package

Use these simple 'fill in the blanks' press releases to send to your local newspapers. One is designed to be mailed following qualification at Regional Rally; the other should be sent upon return from Championships.

It's a good idea to send along a photo as well. Be sure that you have permission from the photographer if it is a professional photo. Follow the suggestions on the 'photo page' just in case the newspaper runs only the photo with a long caption. Remember, photos should depict the safety practices for which Pony Club is known. ASTM/SEI helmets, properly fitted, and appropriate footwear, both while mounted and while on the ground, are required. An impressive action photo or a photo with a high 'CQ' (cuteness quotient) will be most interesting to the reader and naturally more likely to be used.



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### *News Release*

Contact: Mary Robertson Pierson  
859/254-7669

#### FOR IMMEDIATE RELEASE:

## The United States Pony Clubs, Inc. LOCAL RIDER QUALIFIES FOR USPC CHAMPIONSHIPS 2008

LEXINGTON, KENTUCKY—The spirited National Championship competition of The United States Pony Clubs will be held July 24-27 in Lexington, Virginia. \_\_\_\_\_, a Pony Club member from \_\_\_\_\_ Pony Club in \_\_\_\_\_ has qualified to compete. S/he qualified at the \_\_\_\_\_ Regional Rally held \_\_\_\_\_ in \_\_\_\_\_. \_\_\_\_\_ competed in \_\_\_\_\_ as a member of the \_\_\_\_\_ team. The team took \_\_\_\_\_ place regionally. \_\_\_\_\_ is the \_\_\_\_\_ year old daughter/son of \_\_\_\_\_ and is a \_\_\_\_\_-rated Pony Club member.

All riders competing in Championships 2008 have previously qualified by attaining top scores at their Regional Rallies throughout the country. They vie for National honors in the disciplines of: Dressage, Eventing, (dressage, cross-country and stadium jumping), Mounted Games, Polocrosse (a combination of polo and lacrosse), Show Jumping, Tetrathlon (riding, running, swimming and marksmanship) and Quiz (an unmounted equine quiz bowl competition).

The United States Pony Clubs, Inc. (USPC) was founded in 1954 as a nonprofit national youth organization to teach riding and horsemanship through a formal educational program. Many of the nation’s top equestrians, including our Olympic team members, have Pony Club roots. Members range in age from as young as 4 through age 25. Activities are English-riding based, and members ride both horses and ponies, depending on the size of the rider and the discipline in which s/he is competing. Pony Club competition is team competition, much like the Olympic games, where members learn the importance of cooperation and teamwork.

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#### Corporate Sponsors:





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#### FOR IMMEDIATE RELEASE:

## The United States Pony Clubs, Inc. USPC CHAMPIONSHIPS 2008

LEXINGTON, KENTUCKY–The spirited Championships competition of The United States Pony Clubs were held July 24-27 in Lexington, Virginia. \_\_\_\_\_, a Pony Club member from \_\_\_\_\_ Pony Club in \_\_\_\_\_, was a competitor. S/he competed in \_\_\_\_\_ as a member of a Regional Team. The team took \_\_\_\_\_ place nationally. \_\_\_\_\_ is the \_\_\_\_\_ year old daughter/son of \_\_\_\_\_ and is a \_\_\_\_\_-rated Pony Club member.

All riders competing in USPC Championships have previously qualified by attaining top scores at their Regional Rallies throughout the country. They vie for National honors in the disciplines of: Dressage, Eventing, (dressage, cross-country and stadium jumping), Mounted Games, Polocrosse (a combination of polo and lacrosse), Show Jumping, Tetrathlon (riding, running, swimming and marksmanship) and Quiz (an unmounted equine quiz bowl competition).

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USPC Championships East took place at the Lexington Horse Center in Lexington, Virginia, and the overall organizer was Laura Pitt, 610-952-2364.

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Action photo of Pony Club member at Regional or National Championships.  
Rider must be wearing approved ASTM/SEA helmet  
and appropriate footwear.

**SAMPLE CAPTION:** *Suzie Smith, 16, riding Blaze, qualified for U.S. Pony Club Championships 2008 at the Anywhere Regional Rally in Mytown July 14th. Suzie is the daughter of John and Alice Smith of Someplace, Ohio. Suzie has qualified to compete in Dressage at the USPC Championships held July 24-27 in Lexington, Virginia. Pony Club is a non-profit youth educational association that teaches riding and the care of horses to children through age 25. For more information about Pony Club, call Mary Doe, the club leader, at 555-1212.*

**SAMPLE CAPTION:** *John Jones and his horse Flame were members of the third place team at the U.S. Pony Club Championships 2008 held July 24-27 in Lexington, Virginia. John competed in Novice level Eventing where he rode a Dressage test, completed a cross-country course, and rode a Stadium Jumping course. Pony Club is a non-profit youth educational association that teaches riding and the care of horses to children through age 21. For more information about Pony Club, call Mary Doe, the club leader, at 555-1212.*

Head and Shoulders photo of Pony  
Club member and mount, holding  
award. If visible in photo, appropriate  
footwear a necessity!

**A reminder:** *Do not write on the back of a photo as it leaves an impression that will be picked up by the scanner or camera at the newspaper. Type information on a sheet of paper and carefully tape photo to this.*