



THE UNITED STATES PONY CLUBS, INC. PRESS RELEASE

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Pony Club Launches Regional Challenge Fundraising Campaign Encouraging Members to “Give a Leg Up to Get a Leg Up”

September 9, 2022 (Lexington, KY) — The United States Pony Clubs, Inc. (USPC) announces the launch of the Regional Challenge fundraising campaign to support the 2022 USPC Annual Fund. The challenge will raise funds vital to this 501(c)(3) nonprofit organization while also giving back to benefit members in all of Pony Club’s 41 regions.

The campaign runs September 1–November 30. Anyone can donate at bit.ly/donate-regional-challenge-2022 during the Regional Challenge and support one or more Pony Club regions. Simply click the donate button and type in a region where it asks “Would you like to credit this donation to a specific fundraiser or team?” Donations go to the 2022 USPC Annual Fund, which supports all members of Pony Club.

“In addition to horsemanship and riding, Pony Club teaches so many important leadership and life skills. The USPC Annual Fund plays an important role in helping us to keep Pony Club dues affordable and expand programming and opportunities,” explains USPC Executive Director Teresa Woods. “The more each region raises, the more they will get back. When you give a leg up, you get a leg up!”

Each Pony Club region will receive 10% back of the total amount raised for their region. The region that raises the most money will win an exclusive live regional Zoom party sponsored by Ride iQ with world-class coaches, riders, and special guests.

“Pony Club is all about teamwork,” says USPC Development Director Marian Wahlgren. “Working together, we know we can exceed the \$100,000 goal for the Regional Challenge. We are excited to engage our members in the fundraising process and see which region can secure the most donors to support the USPC Annual Fund. Each donation makes a difference for Pony Club.”

Learn more about the USPC Annual Fund Regional Challenge at bit.ly/2022-regional-challenge-info or email development@ponyclub.org.

About The United States Pony Clubs, Inc. — The United States Pony Clubs, Inc. (USPC or Pony Club) is a 501(c)(3) nonprofit educational organization that builds the foundation of teamwork and

sportsmanship through riding, mounted sports, and care of horses and ponies, while developing and enhancing leadership, confidence, responsibility, and a sense of community in its youth and adult members. USPC is proud to offer instruction and competitive opportunities in 11 competitive disciplines through hundreds of clubs and centers across the United States. USPC's educational standards continue to be instrumental in curriculum development for schools, universities, equestrian professionals, and organizations across the United States. Many of the nation's top equestrians, including Olympic team members, as well as successful business professionals and leaders in a variety of fields, have roots in Pony Club. For more information, please visit www.ponyclub.org.