



THE UNITED STATES PONY CLUBS, INC. PRESS RELEASE

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The United States Pony Clubs, Inc. Participates in the Time to Ride Challenge

April 20, 2017 (Lexington, KY) – The United States Pony Clubs, Inc. is pleased to announce participation in the Time to Ride Challenge. Time to Ride Challenge, administered by the American Horse Council’s Marketing Alliance, is an equine-industry-wide program with over twenty organizations working towards a common goal of connecting, or reconnecting people with horses. In its fourth year, the Challenge offers \$100,000 in cash and prizes to stables, associations, clubs, shows and equine businesses (called “hosts”) competing to introduce the most number of newcomers to horses at safe, beginner-friendly events.

Pony Club is committed to growing the horse industry cooperatively through the Time to Ride Challenge Association Program. Two free registrations to the 2018 Equine Symposium and Convention hosted by USPC held in Louisville, KY January 24-28, 2018 and one \$100 gift certificate to Shop Pony Club will be awarded to the top Pony Club or Pony Club Riding Center entered in the Time to Ride Challenge.

“Pony Club is thrilled to participate in the Challenge Association Program,” says Teresa Woods, Executive Director of The United States Pony Clubs. “This is a great way for clubs and riding centers to win prizes by participating in the Challenge. More importantly, we can promote equine involvement and growth by helping connect newcomers to horses and joining fellow equestrians to share the benefits of horsemanship.”

To learn more about Time to Ride and sign-up for the Challenge visit TimetoRide.com.

About Pony Club - The United States Pony Clubs, Inc. (Pony Club) was founded in 1954 as a nonprofit national youth organization to teach riding and horsemanship through a formal educational program. There are approximately 9,000 Pony Club members in over 600 clubs and riding centers throughout the country. Many of the nation’s top equestrians, including several of our Olympic team members, business professionals, government leaders and career military officers, have roots in Pony Club. Youth members range in age from as young as 4 through age 25. Pony Club also offers educational opportunities to a growing number of adults through Horsemasters membership.