



**FOR IMMEDIATE RELEASE**  
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## **Fall Special for New Endurance Riders from the American Endurance Ride Conference**

The American Endurance Ride Conference (AERC) is making the first step to endurance riding a little easier this year with their 2016 Fall Special promotion.

Beginning now, new members can join for the remainder of the 2016 ride season and all of the 2017 ride season, which runs through November 30, 2017, for the discounted price of \$88.75. Additional adult family members are \$57.50; those 17 or younger are \$27.

More than 3,000 riders have requested AERC's free "Discover Endurance Riding" booklet, which shares the adventure and camaraderie experienced by members of the nonprofit organization.

"Fall is a great time to get started in endurance riding, with cooler weather and spectacular autumn foliage," said AERC Executive Director Kathleen Henkel. "If you've been riding regularly, your trail horse may already be ready for one of AERC's limited distance rides of 25 or 30 miles."

Many endurance rides also offer 10 to 15 mile "intro" rides, just for equine and rider teams to get acquainted with ride procedures and etiquette. Each equine, even at fun rides, will be checked by a veterinarian before and after the ride, with a check that includes heart rate, limb soundness, hydration and gut sounds, to ensure the horse is deemed "fit to continue."

"Every year our Fall Special brings in around 100 new members to AERC," said Henkel. "We're hoping to get even more signed up this year." Members receive a monthly magazine, Endurance News, in the mail every month, as well as an endurance riding handbook, rule book and educational materials that come along with their membership card. Fall Special members will receive both 2016 and 2017 AERC ID cards.

Online Fall Special signups may be made at [https://aerc.org/aerc\\_fallspecial](https://aerc.org/aerc_fallspecial). If interested in receiving more information about AERC and endurance riding, request a copy of Discover Endurance Riding here: [https://aerc.org/aerc\\_inforequest](https://aerc.org/aerc_inforequest).

### **About AERC**

In addition to promoting the sport of endurance riding, AERC has encouraged the use, protection, and development of equestrian trails, especially those with historic significance, since 1972. Many special events of four to six consecutive days take place over historic trails. The founding ride of endurance riding, the Western States Trail Ride or Tevis Cup, covers 100 miles of the famous Western States and Immigrant Trails

over the Sierra Nevada Mountains. These rides promote awareness of the importance of trail preservation for future generations and foster an appreciation of our American heritage.

The American Endurance Ride Conference, established in 1972, is headquartered in Auburn, California, “The Endurance Capital of the World.” For more information please visit us at [www.aerc.org](http://www.aerc.org).

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