

AERC Press Release for Ride Managers

Please feel free to modify this press release to best suit your ride. Ideas for submission: send to your local newspaper, regional horseman's publication or to any breed publications. Local publications are always on the lookout for new or interesting stories, and endurance riding definitely fits the bill. You may wish to contact your local newspaper editor to see if the paper would want your story as a lifestyle, sports or news piece. Suggest a local rider that would be of interest to tie in with the story about your ride.

To find a list of publications, see the American Horse Publications website: www.americanhorsepubs.org and click on their membership directory.

The following is just a sample – please feel free to modify as you wish to best suit your ride and your region! If you have any questions, please contact the AERC office.

Endurance riders hit the trail

The world's fastest growing equine sport, endurance riding, combines the appreciation for nature of a trail ride with the athleticism of endurance sports. This _____ (date), riders will be hauling their trailers from miles around to converge on _____ (place) for the _____th annual (if applicable) _____ (ride name).

Riders will choose distances of _____ or _____ miles. (Include something here if you are offering an intro ride – maybe something like “The ride also offers a _____-mile introductory ride. Local riders are welcome to come experience what an AERC ride is like if their equine can do that mileage at a comfortable pace.”)

The night before the ride, their horses will be examined by a ride veterinarian, and then during the event, there will be checks during the ride and again within _____ minutes after the finish.

(Here you can include a quote about how important horse welfare is to the sport of endurance riding.)

(Next you can add possible expected finish times, and where the finish will be.)

The public is invited to come out to cheer on the riders and their horses. Volunteer positions are also open; for those interested in finding out more about endurance riding, a turn as a veterinarian's assistant or timer is a great way to learn about the sport.

The _____ Ride is sanctioned by the American Endurance Ride Conference (AERC), the national governing body for endurance riding. Established in 1972, the nonprofit association has 5,000 members across the U.S. and Canada. Members can choose their level of competitiveness—while many riders choose to shoot for steady pacing, others are highly competitive and may aim for competing internationally in this growing sport. AERC has awards programs based on mileage achievements for horses and riders as well as an annual award program, with honors given out at their national convention.

All breeds of horses are welcome in the sport, and riders range in age from juniors through 80-something endurance enthusiasts.

For information about the _____ Ride, contact ride manager _____ at _____ . For more information about AERC, visit www.aerc.org, or phone 866-271-2372 for a free information packet.

###

