

NORTH AMERICAN TRAIL RIDE CONFERENCE

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WE NEED YOUR HELP! SPREAD THE WORD.

This is a sample press release that can be sent to your local newspaper or a magazine after returning from a NATRC ride. Most publications will print articles of this type when received. It is set up on a "fill in the blanks" basis for easy use but may be retyped with any personal comments you care to add. A photo, if included will add interest. You might also include your phone number at the end of the article so that people in your locality can contact you for further information. Or you could include the NATRC office address and/or phone number as a contact for further information. This is great advertising for NATRC and we appreciate your help.

FOR IMMEDIATE RELEASE

CONTACT _____ (your name)
_____ (your telephone)

_____ (your name) and his/her horse
_____ have just returned from the NATRC
_____ (name-of the ride) which was held at
_____ (location). Enjoying great scenery, trails and riding
competition for two days were _____ (number of riders). The North American
Trail Ride Conference is a 30 year old organization offering sanctioned competitive trail rides
throughout the United States. Rides are based on condition and soundness of the horse and the rider's
performance, not speed. Riders travel a pre-timed course over a variety of terrain and are judged by
experienced veterinary and horsemanship judges. Some riders participate just for the pleasure of
riding in a new area, others to learn or improve riding skills. Various classes allow for competition
of riders at different experience levels. The attention to horse care, safety and camaraderie has
helped make competitive trail riding one of the nation's most popular horse activities.

For additional information about the sport, organization and/or
future rides, contact: _____