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Cowichan Therapeutic Riding Association “Ride-a-Thon” is Out of the Gate!

Duncan, Vancouver Island, BC,

May 13 2015

This May and June the Cowichan Therapeutic Riding Association will once again be holding their annual Ride-a-Thon fundraiser.

The money raised by this event will go towards supporting the CTRA program – providing therapeutic riding and equine-based therapeutic services for persons with disabilities. CTRA welcomes hundreds of participants each year and the program is made possible through the generosity of many dedicated volunteers. The Ride-a-Thon provides a wonderful opportunity for participants, families, volunteers, and community supporters to come together in support of the life-changing opportunities made possible through CTRA’s services.

This year’s event is a racetrack theme with fundraising teams organized around each of the 13 therapy horses. The horse teams will race to bring in the most pledges and the winning team will celebrate victory with their very own pizza party. An interactive sign will keep everyone up to speed on the progress of the race – right down to the photo finish! For the individuals collecting pledges, there will be participation and incentive prizes along the way as well as a special trophy for the participant that raises the most money.

CTRA’s goal is to raise \$15,000 in support of the program, topping last year’s event income of \$14,000. Jennifer Barnes van Elk, Communications Officer for the Cowichan Therapeutic Riding Association states that “these fundraising events are crucial to CTRA’s ability to bridge the gap between our non-prohibitive user fees and the ongoing cost of program operations. The revenue generated by the 2015 Ride-a-Thon will play a vital role in keeping our user fees “frozen” at the current non-prohibitive rate, keeping our program accessible for those who need it most.”

CTRA is looking for sponsors for this event – offering sponsorship packages at the \$200 and \$500 level. Barnes van Elk adds that “event sponsorship with CTRA is a wonderful way to enhance brand or business visibility

while giving back to a popular and widely-respected community cause.” Individuals looking to lend their support to this event can make a contribution in support of program participants, horse teams, or the event generally through the CTRA office, program website, or via participating individuals.

To learn more about the 2015 CTRA Ride-a-Thon please contact:

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Event webpage: <http://www.ctra.ca/events/ride-a-thon-2015>

Canada Helps campaign page: <https://www.canadahelps.org/en/charities/cowichan-therapeutic-riding-association/2015-ride-a-thon-off-to-the-races/>



Photo credits: Colleen Hunt

To receive a copy of any of these photos and the names of the individuals featured please contact CTRA at info@ctra.ca or 250-746-1028