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Cowichan Therapeutic Riding Association Looking to Top \$15,000 with 2016 Ride-a-Thon

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Last year the Cowichan Therapeutic Riding Association raised over \$15,000 in support of their program through their annual “Ride-a-Thon” fundraising event. This year, CTRA is hoping to meet and surpass that total, thanks to the support of the community.

The Cowichan Therapeutic Riding Association provides therapeutic riding and equine-based therapeutic services for persons with disabilities. The organization has served the Cowichan region since 1986 and this year celebrates their 30th Anniversary. CTRA’s services are instrumental in enhancing the lives of the countless individuals and families that depend on the nationally-recognized program. The association serves as an important community hub where participants, volunteers, families, and friends come together over a shared appreciation of horses. The program is made possible through community support. Development Officer Jennifer Barnes van Elk explains. “Hundreds of dedicated volunteers contribute thousands of hours each year. From donations of used saddles to major financial gifts, the generosity of the community has sustained the organization for 30 years. With great appreciation for our past, and great hope for our future, CTRA looks forward to the next 30 years.”



The Ride-a-Thon event takes place over a week, with participants organized into groups around CTRA’s 13 therapy horses. These teams “race” to raise pledges, with the group raising the most money claiming victory in the steeplechase-themed event. While every participant will receive a prize for taking part, awards will be given out for the winning horse team and top individual pledge-earners. There will also be incentive prizes for participants raising money to pre-determined levels. The winners will be announced at this year’s special 30th Anniversary picnic, a family event open to the public featuring demonstrations,

games, and a complimentary BBQ (including a big 30th Anniversary cake!). There is no charge to attend and everyone is welcome to join CTRA in celebrating 30 years of service on Saturday June 18th from 2-4 pm at the facility on Providence Farm.

The 2016 Ride-a-Thon is made possible through pledge donations to participants and sponsorships of the event. To date, CTRA counts the Horse Council of British Columbia, Clement Real Estate, Alexandra Hamilton Farrier Service, Just Sew Custom Embroidery, Lake's Marine, LMG Insurance Brokers Ltd., Pacific Energy, Drillwell Enterprises Ltd., and Elmworth Construction as valued contributors to this event. The association is still looking to welcome additional sponsors for this high-profile community event. Barnes van Elk states that, "The money raised through this year's Ride-a-Thon event will go towards the feeding and care of our therapy horse herd. When community members help CTRA to cover the costs of maintaining our horses, it ensures that the association can keep our quality program accessible for the individuals and families that rely on our services."

Information on how to support the 2016 Ride-a-Thon through a pledge, donation, or sponsorship is available on the event website: <http://ctra.ca/ride-a-thon>.

To speak with someone at CTRA about this event, or the program generally, please contact Executive Director Anne Muir or Development Officer Jennifer Barnes van Elk at 250-746-1028 or info@ctra.ca.

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