



FOR IMMEDIATE RELEASE:

Contact:

Anne Muir

Cowichan Therapeutic Riding Association

250-746-1028 (phone)

anne@ctra.ca

www.ctra.ca



Photo: Rider Alexa Erickson navigates the 2016 Ride-a-Thon course on therapy horse "Sam" assisted by volunteer Rachel Bodger and Instructor Jen Doran (photo credit: Erick Marshall)

CTRA Ride-a-Thon Raises \$17K for #OurNext30Years

Duncan, Vancouver Island, BC,

Tuesday, July 19, 2016

On Saturday June 18, 2016 the Cowichan Therapeutic Riding Association (CTRA) welcomed members of the community for a very special event. Every year, CTRA salutes the year gone by and the culmination of the annual "Ride-a-Thon" fundraising drive with a celebration picnic. This year's event also toasted CTRA's 30th anniversary, marking 3 decades of service for persons with disabilities in the region.

Over 130 attendees (including program participants, families, volunteers, supporters, and members of the public) came to the 30th Anniversary Celebration Picnic, sponsored by Peninsula Co-op. Guests were treated to refreshments (including birthday cake and CTRA's famous chili cook off), demonstrations (including those showcasing therapeutic riding and therapeutic vaulting), and other entertainments for the whole family. Penny Sopel, Marketing and Community Relations Manager for Peninsula Co-op comments that, "it was a wonderful day. Peninsula Co-op was honored to be a part of the celebration for such a worthy cause. The CTRA has an amazing program and we are elated to see they will continue to help the Cowichan Valley for years to come."

The 2016 Ride-a-Thon raised over \$17,000 in support of the CTRA program. Executive Director Anne Muir confirms that "this funding will help sustain the important work carried out by our program. Our 2016 Ride-a-Thon and 30th Anniversary are also part of a broader campaign to support #OurNext30Years."

Contributions to the 2016 Ride-a-Thon came from a variety of community sponsors (list below) as well as from individuals raising pledges as members of competing teams. The teams were structured around the horses of the therapy herd, with volunteers, participants, and families raising money together to advance their given horse around a mock steeple-chase. Muir explains that "the race theme adds a bit of excitement to the pledge drive, with special prizes going to top earners and the winning horse team." Crossing the finish line first was team "Sage," catapulted into the lead by top pledge-earner Ayla Worrall.

The Ride-a-Thon is part of CTRA's 2016 capital campaign to raise funding towards their next 30 years. The hashtag #OurNext30Years is being used on social media to unite community support around helping CTRA

gallop into the future. “We’ve passed an important milestone,” says Muir, “but we’re not slowing down.” In the immediate future, the organization plans on building a new facility to house a much-needed family lounge and their successful used tack store project. A new therapeutic vaulting program will also be introduced this fall, blending gymnastics with the proven benefits of therapeutic riding in a new team-based activity. “2016 is a time of giving thanks to everyone that has made this program possible over the last 30 years,” Muir states. “It is also a time of growth as we saddle up for an exciting future.”

2016 Ride-a-Thon Supporters:

30th Anniversary Celebration Sponsor

Peninsula Co-op

Ride-a-Thon Event Sponsors

A & W Restaurant

Alf Pink

Ride-a-Thon T-Shirt Sponsors

Alexandra Hamilton Farrier Service

Buckerfield’s Duncan

Clement Real Estate (Sutton)

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Creative Custom Services

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Wishes

Other Supporters

Providence Farm

CTRA Board of Directors

Real Canadian Superstore

Greg’s RV

Experience Cycling



To speak with someone about CTRA’s programs or the #OurNext30Years campaign, please contact Executive Director Anne Muir or Development Officer Jennifer Barnes van Elk at 250-746-1028 or info@ctra.ca.

Note: Photos are attached as independent jpg files and are cleared for use in publication through CTRA’s photo release policy.

Photo: Hannah Doran demonstrates a “split” maneuver on therapy horse “Leo” during the therapeutic vaulting demonstration at CTRA’s 30th Anniversary Celebration.

Instructor Irene Lintner assists from the ground.

(photo credit: Erick Marshall)