



FOR IMMEDIATE RELEASE

RIDING RESOURCE: CERTIFIED HORSEMANSHIP ASSOCIATION PARTNERSHIP ANNOUNCED



RIDING RESOURCE
A STABLE PLACE TO SEARCH

Atlanta, GA – February 11, 2010 – RIDING RESOURCE recently partnered with the Certified Horsemanship Association (CHA) to help facilitate the way equestrians find accredited instructors, facilities and more.

The partnership is designed to support both riders and business owners alike. Instructors and facilities will benefit from added exposure to help grow their businesses while riders can now quickly and easily find CHA-approved locations to ride near them.

Changes made to the <http://www.RidingResource.com/> website can be seen on both the search results list and on specific member profiles or Barn Details Pages. CHA accredited locations will have a special icon appear next to their general information when viewed in the search results list that will differentiate them from non-accredited locations. Additionally, CHA accredited locations will have a special notation on their individual Barn Details Page aimed at educating users about the certification criteria and accreditation process.

Certified and/or accredited members of the Certified Horsemanship Association will also be able to purchase Premium Listings on Riding Resource at a discounted rate for increased visibility.

“We’re excited to be working with such a respected organization,” states Co-Founder and Director of Marketing Ainsley Hyman in regards to the CHA and partnership. Both organizations will promote the services and benefits of the other in an ongoing effort to further strengthen the equestrian community and provide valuable resources to riders of all ages and skill levels.

About Riding Resource

Riding Resource is the only fully-searchable online directory of horseback riding stables in the US and Canada. An innovative filter-based search technology allows users to mix and match as few or as many options as they’d like to find a place that offers the exact services and amenities they’re looking for. Users can also specify location and maximum travel distance to find convenient nearby facilities.

About the Certified Horsemanship Association (CHA)

The Certified Horsemanship Association (CHA) is a non-profit organization in operation since 1967 and is the largest horsemanship instructor certifying organization in North America. The purpose of the CHA is to promote excellence in safety and horsemanship education by certifying instructors and accrediting equine facilities. For more information please contact the CHA at (800) 399-0138 or visit CHA-AHSE.org.

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