



American Equestrian Trade Association, Inc.

621 Wollaston Road
Kennett Square, PA 19348-1679

Phone: 610-444-2025
Fax: 610-444-2027
Email: info@aeta.us
Website: www.aeta.us

AETA Announces Support for Chesapeake Therapeutic Riding

Charity Organization Receives Donation from Industry Group

FOR IMMEDIATE RELEASE

Media Contact:
American Equestrian Trade Association
Cassandra Lizza
610-444-2025

Kennett Square, PA (February 22, 2010) – The American Equestrian Trade Association (AETA) is proud to announce its support of Chesapeake Therapeutic Riding (CTR), located in Havre de Grace, MD. During the recent AETA Board of Directors meeting on January 29 in Oaks, PA, the organization presented CTR with a donation of \$2,000 for their assistance leading up to the AETA International Trade Fair, which was held January 30-February 1 in Oaks.

“Many popular AETA programs, such as the Early Buyer Survivor bags and the exhibitor appreciation bags, require an immense effort to organize and assemble in the limited amount of time that we are onsite at the trade show venue before the event begins,” said Carla Perri, a member of the AETA Board of Directors and President of Perri’s Leather, a manufacturer of quality equestrian products located in Lincoln University, PA. “Without the tireless efforts of our CTR volunteers, we would not be able to implement these programs on their current scale.”

“By working with horse industry groups, we are able to not only accomplish our goal of executing an exemplary trade show but also to give back to those who are actively involved with horses and helping to grow our industry,” said Frances Bowers, Immediate Past President of AETA and

President of Saddlers Row, a well-known retailer in Palatine, IL. "As our organization moves forward we plan to explore other opportunities to invest in the future of equestrian sports."

Chesapeake Therapeutic Riding provides lessons and equine activities for special needs individuals in the Harford County area. The program focuses on teaching riding skills and other horse-related responsibilities to help improve the physical, mental and emotional development of the rider. Lessons are conducted under the instruction of registered therapeutic riding instructors and CTR is a NARHA member center.

"We are delighted with AETA's decision to support CTR with this donation," said Cathy Schmidt, Executive Director of CTR. "Our organization provides equestrian-related services and therapies to children and adults of all ages."

For more information on CTR and the programs it offers, visit

www.chesapeaketherapeuticriding.org.

Officially incorporated in 2007, the American Equestrian Trade Association was formed to unite equestrian trade and provide a forum for positive interactions among manufacturers, retailers and riders. For more information on AETA, visit **www.aeta.us**. The next trade show, AETA International, produced by Hopper Expositions, Inc., will be August 14-16, 2010 at the Greater Philadelphia Expo Center in Oaks, PA. To register as an exhibitor or a buyer, visit **www.hopperexpo.com//expos/aeta-international-august-2010/home.aspx**.

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Editors: Images to accompany this release are available for download from

www.equineresources.com in the Equine Writers' Resource section.