

HELP PROMOTE NATRC AND SPREAD THE WORD.

Below is a sample press release that can be sent to your local newspaper or a magazine after returning from a NATRC ride. Most publications will print articles of this type when received. Most accept as email attachments. It is set up on a "fill in the blanks" type format, but it can be retyped with any personal comments you care to add. Keep it to one page. A photo, if included, will add interest and should be in 300 dpi, if possible. You might also include your phone number or e-mail address at the end of the article so that people in your locality can contact you for further information. If you would rather, you can include the NATRC office address and phone number as a contact for further information. This is wonderful advertising for NATRC and we very much appreciate your help in promoting our great sport. Just delete these instructions, fill in the blanks, embellish if you wish and you are good to go!

**NORTH AMERICAN
TRAIL RIDE CONFERENCE**

PO Box 224, Sedalia, CO 80135, Phone: 303-688-1677, Fax 303-688-3025
www.natrc.org, natrc@natrc.org



FOR IMMEDIATE RELEASE:

Local Resident Wins _____ (what you won) ***in Competitive Trail Ride***

Sedalia, Colorado, USA - _____, _____ (Month Day, Year) - Local resident
_____ (your name) of _____ (your home town and state)
and _____ (her/his) _____ (breed) horse, _____ (horse's name),
recently returned from the NATRC _____ (name of ride) ride in
which they claimed _____ (placing, breed award, sweepstakes, etc.).

The trail ride was held at _____ (location of ride and state).
_____ (your last name) competed against _____ (number of entries) other horse
and rider teams, while enjoying great scenery and camaraderie over the two-day event.

_____ (Place to briefly embellish, if desired. Such things as first ride, or
horse recovered from some illness and did well, toughed it out in spite of unusual weather...)

The North American Trail Ride Conference, celebrating their 50th anniversary in 2011, is a national organization offering sanctioned competitive trail rides throughout the United States. Rides are based on condition and soundness of the horse and the rider's performance, rather than speed. Competitors travel a pre-timed course over a variety of terrain and are judged by experienced veterinarians and horsemanship judges. Some riders participate just for the pleasure of riding a new area, others to learn or improve riding skills. The divisions allow for riders to compete at various distances and experience levels. Attention to horse care, safety and camaraderie has helped make competitive trail riding one of the nation's most popular horse activities.

Contact: _____ (name)
_____ (email address)
_____ (phone number)