



MEDIA RELEASE

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BID FOR RECORD – BIGGEST TRAIL HORSE RIDE IN HISTORY

On Saturday 4th June 2011 horse riders across all of Australia will take part in a bid to break a world record for the largest trail ride in history!

Members of Australia's peak trail riding organisation, ATHRA (Australian Trail Horse Riders Association), will join with the American Competitive Trail Horse Association (ACTHA) in a synchronised, historic trail ride. A key purpose is to raise awareness of the plight of the Australian Brumby and the American Mustang. All ATHRA clubs are encouraged to participate on this day with their own arranged trail ride and to get as many members and guest riders together as possible.

On this one day across Australia thousands of riders, on all shapes and sizes of horses, will be riding as one! Australia's brumby organisations will benefit from entry funds raised. American mustang groups will be the beneficiaries across the Pacific.

Riders participating with recognised brumbies can expect special encouragement. ATHRA's commercial partner, Cavallo, is sponsoring the day and will provide special keepsake ribbons to all participants, together with additional giveaways.

ATHRA, its sponsoring partners, such as Cavallo, and the Australian Brumby Alliance, are all working together in order to achieve a number of goals with this wonderful event. The aims are to give all horse riders, on a grand scale, fun on horseback, raise awareness of the plight of the Australian brumby, develop links with ACTHA in the USA and break a world record.

For more information on the 4 June record bid and how to participate, contact: Paul Moulden, ATHRA's National Ride Co-ordinator, ph. 0409213841.

