

MAY 2015 PRESS RELEASE

#### ASHA BREED AMBASSADOR PROGRAM

The ASHA is excited to announce that the new “Breed Ambassador Program” was unanimously approved by the Executive Board on May 11, and information and materials are now available for download for immediate use. This news comes after a slight “gate hold” from the original announcement that was made at the beginning of the year. The ASHA wanted to ensure that all the guidelines and materials were easy to understand and that award banners would be attainable, and now that these items are in place the program has been made official. Any Saddlebred promotional activity done during the calendar year WILL be counted, retroactive to January 1, 2015.

The ASHA Breed Ambassador Program seeks to recognize and reward the many things members are already doing to introduce our beautiful horses to the non-Saddlebred public by giving points for activities like taking a Saddlebred to an open breed show, riding in parades, conducting a seminar, riding in organized all-breed trail rides, giving public riding lessons, holding camps, putting on shows, garnering media attention, and much more. We recognize that different methods work in different areas, and that not all regions have the same type of equine activities or even Saddlebred populations, but members are not limited by discipline or access to ASB-specific clubs or events. Additionally, there will be Breed Ambassadors in three different categories: Individual, Barn Group, or Charter Club.

The ASHA Charter Clubs, both nationally and abroad, have agreed to collect the data in December of each year, and Regional Champions and Reserve Champions in each of the categories will be named for each ASHA Region. The highest point earners from among the Regional Champion Breed Ambassadors will be named World Champion and Reserve World Champion Breed Ambassadors at the 2016 ASHA Convention. Participants need not register in advance or be a charter club member, although it is encouraged for the participants to contact their closest charter club to confirm participation and for charter clubs to reach out to the area Saddlebred owners to collect information. Breed Ambassadors must be members of the ASHA.

The ASHA and Charter Clubs are seeking donations of items of value to help reward our new Ambassadors. ASHA is a 501c3, and the donors will be named in press releases, social media, and on the website.

For program details and materials, go to [www.asha.net](http://www.asha.net), or contact Brenda Newell, [b.newell@asha.net](mailto:b.newell@asha.net) (859) 259-2742.