



MEDIA RELEASE

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BID FOR RECORD – BIGGEST TRAIL HORSE RIDE IN HISTORY

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

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

On the 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 here. 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 working to achieve a number of goals with this super event. The aims are to give all horse riders fun on horseback but on a grand scale, 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 participation requirements, contact:

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