



USPC®

The United States Pony Clubs, Inc.

The Kentucky Horse Park, 4041 Iron Works Parkway, Lexington, KY 40511
859/254-7669 (PONY) Fax 859/233-4652 email: uspc@ponyclub.org

TO: Parents, DCs, RSs, Club and Regional Publicity Chairs
FROM: Mary Robertson Pierson, Communications Director
DATE: Fall 2005
SUBJECT: Sample Press Releases for Ratings

Use these simple 'fill in the blanks' press releases to send to your local newspapers. One is designed to be mailed following a child's local or regional uprating; the other should be sent upon receipt of a B or above rating.

It's a good idea to send along a photo as well. Be sure that you have permission from the photographer if it is a professional photo. Follow the suggestions on the following 'photo page' just in case the newspaper runs only the photo with a long caption. Remember, photos should depict the safety practices for which Pony Club is known. ASTM/SEI helmets, properly fitted, and appropriate footwear, both while mounted and while on the ground, are required. An impressive action photo or a photo with a high 'CQ' (cuteness quotient) will be most interesting to the reader and naturally more likely to be used.

News Release

Pony Club: _____

Contact Name: _____

Contact Phone: _____

FOR IMMEDIATE RELEASE:

LOCAL RIDER ATTAINS _____ RATING

NOTE: This can be reworked to include names of numerous members uprating at one time.

YOUR TOWN, STATE—_____ Pony Club announces the uprating of _____ from _____ to _____ at a testing held on _____ in _____, age _____, is the son/daughter of _____ and _____ of _____.

To earn the rating, _____ passed an examination that tested horsemanship skills and knowledge. S/He had passed a series of _____ previous standardized rating tests since joining Pony Club in _____. Each of the nine Pony Club ratings is more difficult than the preceding one, and requires Pony Club members to learn more about horses and their care and to become increasingly accomplished riders and teachers of riding and horse care to younger members. The top rating, 'A,' is reached by fewer than one in 300 and denotes throughout the international horse industry a highly competent and knowledgeable horseperson.

The leader of _____ Pony Club is _____ of _____. There are approximately 12,500 members of USPC in 625 clubs throughout the country. Along with an emphasis on helping its members learn to ride and care for horses, Pony Club promotes teamwork, a sense of responsibility, safety, good moral judgement and self-confidence.

The United States Pony Clubs, Inc. (USPC) was founded in 1954 as a nonprofit national youth organization to teach riding and horsemanship through a formal educational program. Many of the nation's top equestrians, including most of our Olympic Equestrian team members, have Pony Club roots. Members range in age from as young as 4 through age 21. Activities are English-riding based, and members ride both horses and ponies, depending on the size of the rider and the discipline in which s/he is competing. All Pony Club competition is team competition, much like the Olympic games, where members learn the importance of cooperation and teamwork.

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News Release

Contact: Mary Robertson Pierson
859/254-7669

FOR IMMEDIATE RELEASE:

The United States Pony Clubs, Inc. YOUTH ATTAINS NATIONAL RATING

LEXINGTON, KENTUCKY: The United States Pony Clubs, Inc. announces today the uprating of _____ from _____ to _____ at a testing held on _____ in _____. _____, age _____, is the son/daughter of _____ and _____ of _____.

To earn the rating, _____ passed an examination that tested horsemanship skills and knowledge. S/He had passed a series of _____ previous standardized rating tests since joining Pony Club in _____. Each of the nine Pony Club ratings is more difficult than the preceding one, and requires Pony Club members to learn more about horses and their care and to become increasingly accomplished riders and teachers of riding and horse care to younger members. The top rating, 'A,' is reached by fewer than one in 300 and denotes throughout the international horse industry a highly competent and knowledgeable horseperson.

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Action photo of Pony Club member
at a recognized Pony Club activity.
Rider must be wearing approved ASTM/SEI helmet
and appropriate footwear.

SAMPLE CAPTION: *Suzie Smith, 16, riding Blaze, attained a rating of C-3 at the recent testing held at Iwannahorse Farm in Yourtown on August 14th. Suzie, 16, is the daughter of John and Mary Smith of Anywhere. Pony Club is a non-profit youth educational association that teaches riding and the care of horses to children through age 21. For more information about Pony Club, call Mary Doe, the club leader, at 555-1212.*

SAMPLE CAPTION: *John Jones, 17, was awarded the highest rating of the United States Pony Clubs, Inc. in Anywhere, Anystate, on September 3rd. John, a member of Let's Ride Pony Club of Yourtown, is the son of Sue and Dave Jones of Yourtown and is a senior at Yourtown High School. Pony Club is a non-profit youth educational association that teaches riding and the care of horses to children through age 21. For more information about Pony Club, call Mary Doe, the club leader, at 555-1212.*

Head and Shoulders photo of Pony
Club member and mount. If visible
in photo, appropriate footwear a
necessity!

A REMINDER: *Do not write on the back of a photo as it leaves an impression that will be picked up by the scanner or camera at the newspaper. Type information on a sheet of paper and carefully tape photo to this.*