



INTRODUCTION

The ninth annual Horse Day is taking place on **Saturday, June 3, 2017** and we couldn't be happier that you will be hosting a Horse Day event! Provided in this document are ways to help you maximize attendance at your event and gain interest from local media to share our love of horses with as many people in your community as possible.

This year's Horse Day will also be a special year for the celebration of the horse, as 2017 also marks Canada's 150th anniversary, as well as the 250th anniversary of horse racing in Canada.

WHAT IS HORSE DAY?

Each year, the first Saturday of June is marked as Canada's National Horse Day. Together, Equestrian Canada and the provincial/territorial equestrian organizations invite all Canadians to take this unique opportunity to honour, discover, and explore the equestrian world. For many Canadians, Horse Day is the chance to get up close and personal with a horse for the first time. Horse Day is also the perfect opportunity to acknowledge both the important contributions made by horses in our nation's heritage, as well as the fact that people of all ages and experience levels can continue to enjoy horses in sport and leisure. For more information on Horse Day, visit www.equestrian.ca/events-results/horseday.

HOSTING YOUR EVENT

The most important thing to keep in mind when planning your Horse Day event is to create a fun, safe event to introduce newcomers to horses and the sport. The goal is to educate and, hopefully, inspire them to get involved with horses. That is the purpose of Horse Day and we ask that you strive to meet that objective when planning your event.

When designing your activities, keep in mind that you may have people of all ages and experience levels in attendance. Some may have never even touched a horse before, whereas others may be current or former riders. Try to plan to have activities to keep all your visitors engaged and interested.

While there is an emphasis on fun at Horse Day, it shouldn't come at the cost of safety. In keeping with EC's policies, we ask that all riders mounted during your event wear approved riding helmets and appropriate footwear.

SUGGESTED ACTIVITIES

If you need assistance with ideas for your event, consider the following suggestions:

- Open house with barn tour
- Riding/Driving/Vaulting demonstrations
- Grooming tutorial
- History of horses, featuring the breeds in your stable



- Colouring activities
- Build a stick horse
- Horseless Show Jumping
- Hobby horse show jumping or dressage
- Arts & Crafts stations
- Interactive exhibits to educate about horses, horse health care and riding (i.e.: equine nutrition with samples from your feed room; shoeing demonstration from your farrier; or an explanation of the various types of riding equipment/tack)

These are just a few ideas to get you started. Feel free to be creative to come up with unique ideas you can call your own.

CREATING AWARENESS ABOUT YOUR EVENT

EC has a dedicated Horse Day page on our website at www.equestrian.ca/events-results/horseday where we list Horse Day events taking place across the country. To help us promote your event and grow Horse Day across the province, please post highlights of your event throughout the day on social media! Don't forget to tag us in your posts so that we can share them.

Facebook -@equestriancan

Twitter- @Equestrian_Can

Instagram - #equestrian_can

TIPS TO SECURE MEDIA ATTENTION

To maximize your outreach efforts, we also recommend you contact your local media outlets with the press release below, to notify them of the event and invite them to attend. In addition to being a great way to promote your facility, it's also a great promotional tool for our sport. Plus, it will help generate additional awareness about Horse Day and will help us grow this event.

THE OBJECTIVE

Your goal is to obtain positive coverage in the media. You will have succeeded in reaching this goal if you achieve pre-event or post-event coverage. This could include:

- A mention or listing for your upcoming event
- An article/segment about your upcoming event
- Coverage of your event

Our hope is that, through local events like yours, more people will be encouraged to join equestrian sport, which could also help bring additional business to your facility.



MEDIA TIPS

In order for you to reach your goal of media coverage, it is essential that you approach the media to make them aware of your event. You will find a media advisory template on the next page to assist you in inviting your local media outlets to your event. We have also included a finished example for you to refer to while preparing your own.

MEDIA ADVISORY TEMPLATE

Insert release date

Sample Headline: Local Stable Invites Community to Celebrate National Horse Day on June 3, 2017

Your town, province – Members of the media are invited to join **insert your stable name here** for Horse Day 2017, an annual family event designed to give people of all ages the opportunity to get up close to horses.

Date:

Time:

Location:

Activities at the farm will include: **list activities here**. Photo opportunities will be available. Please call to confirm your attendance.

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Horse Day 2017 will be a special year for the celebration of the horse, as 2017 also marks Canada's 150th anniversary, as well as the 250th anniversary of horse racing in Canada.

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For more information, please contact:

Your name,

Your stable Name

Your Phone number

Your e-mail address



MEDIA ADVISORY SAMPLE

*Please note this a sample, and does not contain accurate details of an actual event.

MEDIA ADVISORY

May 11, 2017

Saddle Up for Fun at Horse Day

Horseville, ON – Members of the media are invited to join us for Horse Day, an annual event held across the country, designed to give people of all ages the opportunity to meet horses and learn about equestrian sport and recreation.

Date: Saturday June 3rd, 2017

Time: 11 a.m. - 4 p.m.

Location: Maple Leaf Stable, 1234 Maple Way, Horsetown, ON H0R SE1

Activities will include:

- Equestrian demonstrations – show jumping, polo, mounted games, miniature horse driving & much more!
- Shopping & Snacks tradeshow
- Horse drawn wagon rides
- Pony rides
- Kid's Zone

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To confirm your attendance and receive a schedule of events, please contact:

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www.mapleleafstable.ca